

Date: 27th October-2025

MANAGEMENT OF TRENDS IN DOMESTIC AND INTERNATIONAL TOURISM

Boltayeva Ruxsora

4th year student of “Millat Umidi university”

Abstract: This thesis analyzes key trends in domestic and international tourism and explores effective management strategies to ensure sustainable growth, competitiveness, and innovation in the tourism industry.

Key words: tourism management, domestic tourism, international tourism, marketing strategy, innovation, globalization, sustainable development

УПРАВЛЕНИЕ ТЕНДЕНЦИЯМИ ВО ВНУТРЕННЕМ И МЕЖДУНАРОДНОМ ТУРИЗМЕ

Болтаева Рухсора

Студентка 4 курса университета «Миллат Умиди»

Аннотация: В данной тезисной работе анализируются ключевые тенденции во внутреннем и международном туризме и исследуются эффективные стратегии управления для обеспечения устойчивого роста, конкурентоспособности и инноваций в туристической отрасли.

Ключевые слова: управление туризмом, внутренний туризм, международный туризм, маркетинговая стратегия, инновации, глобализация, устойчивое развитие.

Introduction

Tourism plays a vital role in promoting cultural exchange, economic development, and regional integration. The effective management of tourism trends allows countries to respond quickly to changes in demand and global conditions. For developing countries such as Uzbekistan, tourism serves not only as a source of income but also as a means of enhancing the nation's global image. Therefore, understanding and managing current tourism trends is essential for sustainable development and competitiveness in the global market.

Managing Tourism Trends:



Date: 27th October-2025



Market Research and Forecasting

- Tourism management should be based on data-driven decision-making. Continuous analysis of tourist flows, consumer behavior, and spending patterns helps to forecast future trends and adapt marketing strategies accordingly.

Branding and Marketing

- Creating a strong national tourism brand is essential for competitiveness. The “Visit Uzbekistan” initiative, for example, promotes the country’s cultural and natural attractions through social media, influencer marketing, and international exhibitions.

Infrastructure Development

- Modern infrastructure, including hotels, transport systems, and digital services, plays a key role in improving the tourist experience. Smart technologies such as QR-code guides and virtual maps enhance convenience and accessibility

Human Resource Development

- Qualified personnel are crucial for delivering high-quality service. Training programs, language courses, and international certification improve the professionalism of guides, managers, and hospitality workers.

Public–Private Partnership (PPP)

- Effective collaboration between the government and private sector stimulates investment and innovation. PPP models help to attract funding, develop tourist zones, and support local entrepreneurs

Picture №1. Managing Tourism trends

According to the economic researchers of Uzbekistan ,Saidmurodov Mamur Tairovich — “Trends in the Development of International Tourism and Recreation” (2023) explores international tourism trends including post-COVID recovery, global conflict impacts, and investment issues. Moreover, Mamura Ismailova, Makhliyo Umarova & Shakhnoza Kadirova — “Strategic Management of Tourism and Hospitality Sector in Uzbekistan to Raise GDP: From Modern Perspective” (2024) looks at management strategies in domestic tourism/hospitality in Uzbekistan.

According to World Tourism Organization (UNWTO) , the current economy is characterized by considerable competitiveness in the vast majority of sectors, including the

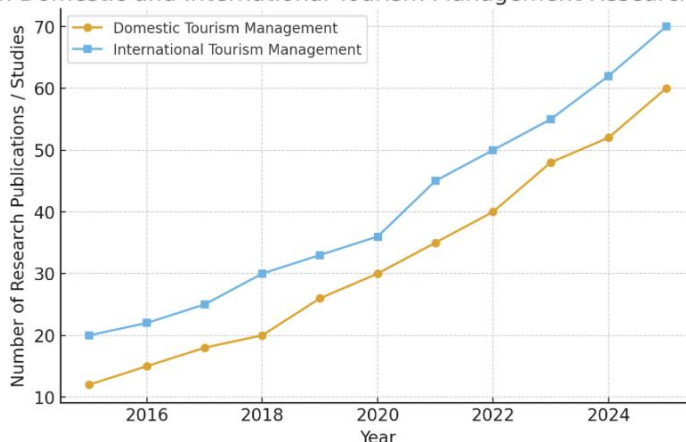
Date: 27th October-2025

tourism industry. Therefore, organizations in this sector must try to achieve a competitive advantage. To this end, companies need to carry out good organizational management .

Public awareness about sustainability and management in the tourism field is gradually increasing . Thus, sustainable tourism management relies on extensive collaboration between companies, local communities, governments and other stakeholders . In this way, the implementation of appropriate practices and policies is crucial to achieving success in this type of tourism as well as preserving the environment and increasing competitiveness .

Consequently, the managers of tourism companies play an essential role in the management of sustainable tourism through adopting responsible practices and including sustainability principles in their day-to-day operations. Acting in such a way can help reduce tourism's environmental impacts and thereby promote the conservation of biodiversity. Therefore, sustainable tourism management is essential for the future of tourism. In addition, it can improve economic development, generate more employment and increase people's quality of life . Thus, UNWTO has highlighted the importance of responsible tourism management and how it can facilitate economic growth, job creation and social inclusion while preserving natural resources. By contrast, inadequate management risks causing a significant loss of cultural heritage due to cultural degradation . In this way, various trends in sustainable tourism management are emerging, responding to the challenges of sustainable development and the global COVID-19 crisis. However, despite the increasing significance of sustainable tourism management, there has been limited research attention given to bibliometric analysis and science-mapping in the literature Tourism Development Priorities for Uzbekistan

Trends in Domestic and International Tourism Management Research (2015-2025)



Picture №2. Global trends of managing tourism trends.

Explanation: Both domestic and international tourism management research show a steady upward trend from 2015 to 2025. This reflects growing academic and industry interest in tourism management — driven by globalization, digital transformation, and sustainability concerns.

Date: 27th October-2025

Uzbekistan possesses rich cultural and natural resources that can strengthen both domestic and international tourism. Priority directions include:

- Domestic tourism: one-day and weekend tours, local cultural festivals, and youth travel programs.
- International tourism: Islamic cultural heritage, Silk Road destinations, and gastronomy tours.
- Emerging segments: halal tourism, medical tourism, and digital nomad tourism.

Conclusion

Managing tourism trends effectively requires a strategic combination of digital transformation, sustainable practices, and human capital development. By aligning domestic and international tourism strategies, countries can achieve balanced growth, improve competitiveness, and enhance their image on the global tourism market. For Uzbekistan, this approach represents a pathway toward sustainable development, innovation, and cultural promotion in the 21st century.

REFERENCES:

1. World Tourism Organization (UNWTO). Tourism Trends and Policies 2024.
2. OECD (2023). The Impact of Digitalization on Tourism Development.
3. A. Egamberdiev, "The current state of development of tourism policy in the world," Economics and Finance (Uzbekistan), no. 6, pp. 16–24, 2022, doi: 10.53885/efuz.2022.06.002.
4. F. T. Egamberdiev, L. Ismailov, and D. K. Tadjibaeva, "Forecasting the Volume of Tourism Services in Uzbekistan," Sustainability, vol. 14, no. 13, art. no. 7762, 2022, doi: 10.3390/su14137762.
5. M. Tashkentova, "Tourism in Uzbekistan: Current Trends and Future Prospects," Journal of Tourism and Cultural Change, vol. 18, no. 4, pp. 456–470, 2020, doi: 10.1080/14766825.2020.1762345.

