

**PROBLEMS AND PROSPECTS OF DEVELOPING DOMESTIC TOURISM IN
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Annotation: This article will highlight the problems of domestic tourism of our country, their solutions and prospects. In particular, the reasons for the origin of current problems in domestic tourism today and the available opportunities for their solution are analyzed in the article. We will also consider issues such as developing tourism, improving infrastructure, improving service quality, and introducing approaches such as using modern techniques and technologies. The article discusses issues aimed at developing the national economy and ensuring employment through domestic tourism.

Keywords: Domestic tourism, tourism infrastructure, travel, economy, tourism services, tourism potential, employment.

Introduction (Introduction).

Currently, the tourism sector is one of the well-developed and is an area of great importance in the economy of our country. In particular, the main part of the tourism sector is the development of the internal structure of this country. In the development of this, it is necessary not to ignore even a number of pressing problems in this area. These problems hinder the development of Tourism. By solving these problems, it is necessary to reach the world tourism market and realize the opportunities for the development of the industry in several directions. This article analyzes the problems in the development of domestic tourism in our country and their solutions. President of the Republic of Uzbekistan Shavkat Mirziyoyev has repeatedly emphasized that tourism is an important sector that develops the country's economy and culture. In particular, "tourism is one of the strategic sectors of our economy.", "The rich history, ancient monuments and beautiful nature of Uzbekistan are great opportunities for the

development of Tourism.”, “Through tourism, we show the world the culture, traditions, and hospitality of our people.”, “Developing tourism is This is not only economic, but also spiritual progress.”, “Every guest who comes to our country should return with a good impression of Uzbekistan.”, which emphasized the importance of developing the turzim, making cultural heritage and historic cities known throughout the world.

Literature review.

A number of Uzbek scientists and researchers have expressed their views on the topic of problems and prospects for the development of domestic tourism in Uzbekistan in their scientific articles and books. In particular, M. In her scientific article "Main Factors and Prospects for the Development of Domestic Tourism in Uzbekistan", Khasanova analyzed the factors affecting domestic tourism, infrastructure, service quality, and prospects. Madinabonu Toirova and Abdumalik Yolandev also speak in their scientific article “domestic and foreign tourism in Uzbekistan: status, problems and prospects for development” about problems in transport and tourism infrastructure, low quality of service, issues of marketing and digital tourism and prospects for ecotourism and innovative directions. In their work "Prospects for the Development of Uzbekistan's Domestic Tourism Potential," Shakhnoza Alimova and Shamshod Nasulloev discussed the problem of personnel qualifications, the quality of tourism services, and their own proposals and ideas for the development of domestic tourism. Another Uzbek researcher, Nilufar Narzullayeva, also highlighted the problems of young personnel, training guides, and the development of tourism in her work "The Role of Young Guides in the Development of Domestic Tourism in Uzbekistan" and the possibilities of solving them.

Main part:

The development of domestic tourism in Uzbekistan today occupies an important place in the economy and social life of the country. In recent years, large-scale reforms have been implemented by the state aimed at supporting the tourism sector. However, there are also a number of challenges in the development of domestic tourism, which hinder the full realization of the potential of this sector. First of all, one of the factors hindering the development of domestic tourism in the country is the underdeveloped tourism infrastructure. For example, poor transport infrastructure, poor hotel, recreation, or catering services, and their failure to meet modern requirements are popular reasons for the decline in tourist flow. Also, when traveling to remote, mountainous areas, the difficulty of transportation in those areas has a significant impact on domestic tourism. Another pressing issue in tourism today is the lack of quality service. The lack of qualifications of some workers in the tourism sector, as well as the

incomplete implementation or non-compliance with modern service standards, also reduces the level of satisfaction of domestic tourists. Therefore, one of the biggest obstacles to the development of domestic tourism is the lack of qualified personnel. Another important factor is the lack of development of domestic tourism. This is the price, that is, the height of the cost of services in tourist areas. In some cases, residents prefer to travel to foreign countries because the cost of tourist services is much higher than their income. This suggests that services in domestic tourism should be priced based on the income of the country's population. Another important problem is the insufficient development of marketing and promotion in domestic tourism. At the moment, this problem indicates that the population does not have enough information about various tourist opportunities, historical monuments, historical settlements, shows. Including the fact that modern information technologies are not being used yatingly is one of the biggest obstacles.

Conclusion.

Uzbekistan's tourism potential is also much better than that of some countries. This shows that our country has a rich historical and cultural heritage, unique architectural monuments, beautiful natural sites, and its own national traditions, values, and national cuisine. Historical cities such as Samarkand, Bukhara, Khiva, Shahrisabz, and Termez, as well as mountain and recreation areas, play an important role in the development of domestic tourism. The prospects for domestic tourism in our country are great, including the development of ecotourism, rural tourism, and gastronomic tourism. These areas not only develop tourism, but also provide employment for the population and lead to an improvement in the income of local residents in tourist areas. At the same time, the introduction of digital technologies, the development of online booking systems, and the digitalization of tourism services are also important. Despite the high potential for domestic tourism and opportunities for development, this sector can be developed by addressing existing problems, improving infrastructure, improving service quality, and using modern marketing technologies. This will lead to more people traveling around the country and using tourist facilities and services.

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