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YOUTH TOURISM AS AN INNOVATIVE METHOD OF ATTRACTING TOURISTS

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ABSTRACT

In an era, full of challenges for the tourism industry, tourism for young people is a very important market segment, being a resource for change and innovation. Young travelers increased level in decades since they first began to travel and the populations of countries that are developing. These trips are often made of raw relatively wealthy youth. Nowadays the sphere of youth tourism seems to be a very promising and relevant type of tourism, which includes a variety of directions and forms that contribute to the implementation of tourist services.

KEYWORDS

Youth tourism, educational tourism, travel agencies, youth tourism targets, tourism industry, youth tourism market.

INTRODUCTION

WISE (The World Youth Student and Educational) defines youth tourism as a type of tourism involving independent travelers (young people who do not need to be personally accompanied by parents or guardians) for a period of less than one year, aged 15 to 29 years, who are motivated by the desire to gain life-changing

experience, get to know a new culture and take advantage of new opportunities for formal or informal learning in an unfamiliar environment that is different from their usual daily life. Young travelers account for 20% of all international trips, amounting to 207 million people and US\$194 billion. In Uzbekistan, the number

of domestic tourists amounted to 11.4 million people according to the 2021 report, and tourism exports reached US\$1.6 billion. Young travelers in Uzbekistan account for 37% of all domestic trips, amounting to 4.12 million people. Young people spend more time on vacation compared to other categories of travelers (about 53 days a year), spend more and travel several times a year, use the money of local consumers. These trips are very important, because young people are the future market not only for the development of young people themselves, but also for the places they choose to visit. Young travelers influence the development patterns and scale of world tourism. Shaping the future of youth travel is based on the experience accumulated over time. The estimated budget of young travelers is about 40,000 dollars.

Educational tourism, student and youth travel play a very important role in world tourism. Since about the 90s of the last century, young travelers made up 15% of the tourism market. Over the past decade, their number has increased by 20%, and in the near future, an increase of 25% is expected.

Factors influencing young travelers are:

- The desire to have more international experience;
- The cost of transport has become more affordable;

- The number of cultural and political barriers is lower.

Young people today want to travel further and longer, which increases their spending, but they still want to stay connected to home more than ever before. They want to enrich their experiences at all levels. A comprehensive study by WISE for the youth travel sector explains the motivations for these young people to travel, but also notes a significant growth in cultural tourism. Young travellers are more eager than ever to enrich their cultural experiences with new experiences, meet new people and improve their chances of finding employment when they return home.

Young people aged 15 to 29 travel for:

- 42% holiday;
- 20% education;
- 15% visiting friends and family;
- 8% business travellers;
- 6% travel for employment purposes;
- 9% for other reasons.

For young people, travel is a form of learning, a way to meet other people, a way to experience other cultures, a source of career advancement, a means of self-development, an integral part of everyday life, a short-

term escape from reality. Young people are adventurous and want to develop their own knowledge. They often choose to work in the places they visit. They play an important role in attracting new visitors to their region. Youth tourism creates a variety of social and cultural understanding and an opportunity for daily interaction between young people and the host. Networks and new technologies are powerful tools that facilitate communication and the development of plans they make during their travel. Young people want to easily research their future destination. The way they use technology to communicate and book travel is rapidly evolving and has a strong impact on the industry. Businesses need to meet the diverse needs of young tourists in order to grow. The Internet is used by young people to obtain information, reviews, ratings or recommendations, as well as to plan trips. It is used more for researching a future travel destination than for online booking. Online bookings made by young people show a slower growth compared to bookings at travel agencies, which confirms the importance of the largest travel agencies for young people.

Travel agencies are one of the channels for promoting young people, accounting for 80% of bookings. To succeed in this competitive environment, travel agencies must adapt to the demands of young people in order to better meet their needs, since they are the ones most interested in new adventures. It is young

people who spend 25 euros on a hostel stay and 80 euros on a bungee jump. Countries with the largest number of travel agencies are countries with a larger population and tourism as such is more developed than in countries with fewer travel agencies.

Even when things are bad, such as an economic or political crisis or epidemics, young people continue to travel. In fact, these problems encourage young people to travel longer, when the economy is weak, prices are lower, there are fewer job opportunities at home, young people prefer to travel and find temporary work there. Youth markets are less volatile than the overall tourism market. WISE industry data showed that the youth sector as a whole suffered from the crisis, but the decline was smaller and the recovery was faster than that of mass tourism.

The most important types of tourism for young people to choose from are:

- Holidays;
- Educational tourism;
- Work and travel;
- Volunteering;
- Tourism practiced for learning a foreign language;
- International camps;

- Cultural tourism.

Any form of travel for young people is important and helps young people develop skills to adapt to new conditions and cultures.

Educational tourism offers scholarships abroad, trips, courses, summer schools, camps at the national and international levels. In Uzbekistan, this direction is developing, and young people must know at least two languages.

International camps offer participants campuses, apartments, hostels, hotels depending on the type of program and age preferences. This promotes learning through imitation and repetition, and these are the two best schools for young people.

Factors influencing the youth tourism market are:

- Increasing the time and distance of travel on buses for youth trips;
- Short-term employment contracts with young people;
- Growing number of suppliers of specific products or students travelling in the youth environment;
- Development of IT services to obtain the latest information about the tourist destination;

- Promotion of new tourist destinations, so that places are desirable to visit and recommend to others;
- Open up the possibility of studying or working to obtain funds for the trip.

The social, economic and cultural development of young people and students is recognized by employers and educational institutions, and tourism by governments all over the world. The tourism industry is undergoing rapid changes. We are entering a new economy, more flexible, and young people are often at the forefront of such innovations, as they are willing to cross borders to try new things. The youth tourism market is a specific target market; they do not need the usual products and usual activities usually offered to the population; they are trying to discover new adventures in this sector, to learn something new.

CONCLUSION

In conclusion, it can be said that youth tourism plays a very important role in the economy of every country. But the most important one is for young people. It is seen as a resource for change and innovation. Young travelers are extremely important to themselves. It helps to develop a cultural point of view, learn a foreign language better, get to know different cultures and learn new things about the place they have chosen as a destination. Young people are adventurous and want to develop their own knowledge. The youth are offered a wide variety of forms of tourism to choose

from. Each form in itself helps to develop and progress in different ways. In the last decade, tourism has undergone such changes as an increase in demand and supply, the development of new markets due to the diversification of youth tourism. Youth tourism has taken an important place in the world tourism market.

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