

YOUTH TOURISM AS A FACTOR IN THE DEVELOPMENT OF THE REGIONAL SOCIO-ECONOMIC SYSTEM

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ABSTRACT

Tourism as a socio-economic phenomenon affects various aspects modern society. Today, youth tourism is of great importance in the tourism industry, the share of which in the system of international economic relations is growing rapidly every year.

KEYWORDS: *Tourism, Youth Tourism, Region.*

INTRODUCTION

Currently, there is an increase in the role of the tourism industry for regional economic development. This is due to the fact that tourism is traditionally a branch of the economy that is characterized by growth regardless of the general economic situation. This situation was made possible as a result of the development of society and the formation of the necessary conditions for recreation. Travel has firmly entered the life of modern man, becoming an integral part of him. According to the forecasts of the World Tourism Organization, by 2030 the number of international tourist nails will exceed 2 billion.

The tourism industry in modern conditions is aimed at satisfying the physical, intellectual, ethical and psychological needs of citizens. The main problem of tourism is the search for new forms and ways of carrying out commercial activities aimed at developing regional the socio-economic system in conditions of instability. Anticipation of the nature and prospects of the development of the tourism market, the development of forms and methods of promising entrepreneurship leads to the formation of additional advantages.

Since tourism is not only an economic phenomenon, but also a social phenomenon, it is focused on solving social problems related to personal physical development, recovery and education. In this regard, youth tourism as a factor in the development of the regional socio-economic system in turbulence is a very promising direction. The relevance of this topic is primarily due to the need to reorient regional and state policies to improve and popularize youth tourism, based on the goals of the development of society in the future. In turn , the prosperity of youth tourism will provide the region with the opportunity to gain competitive advantages as an attractive tourist destiny.

Youth tourism is well developed in the world, its prospects are clearly growing, an appropriate level of infrastructure has developed to organize and promote this type of tourism. Youth tourism was clearly developed in Europe and the USA. So, in Europe, for students with an international student ticket, there is a whole system of discounts for air travel, travel by public transport, visiting cafes, museums, concerts and much more. If we consider such a direction of youth tourism as educational tourism, then here also the

governments of European countries, the USA, China actively conduct international cooperation with other countries, providing students with the opportunity to study at the leading universities of their states for exchange.

The development of domestic and inbound tourism is a priority for a number of regions of the Republic of Uzbekistan. However, the contribution of tourist industry in the structure of regional revenues remains insignificant. Implementation of existing potential can act as a locomotive for the development of territories in a turbulent economy. In this regard, special attention and attention should be given to young people. Youth tourism in modern conditions is one of the sustainable segments of the domestic tourism market. Its development will ensure the involvement of the young generation in active sports, reducing the risk of growing deviant behavior, preserving and improving the quality of creative, physical, intellectual potential, and developing interregional and intercultural ties.

In Uzbekistan, at the State level, special attention has been paid in recent years to supporting young people. The Youth Development Strategy of the Republic of Uzbekistan defines key areas of State youth policy aimed at improving legal, socio-economic and organizational conditions for the successful self-realization of youth, to promote the successful integration of youth into society and enhancing its role in the life of the country. Youth tourism is also characterized by development, including in related areas, namely: various hostels are created and functioning, discounts are provided in cinemas, cafes, public transport, etc. However, the current state of youth tourism does not meet international standards and requires close attention. It should be noted that in most cases, full recreational leisure activities are not available for young people due to high prices for tours, flights and tourist services in general, the poor quality of services provided and tourist infrastructure, and there is a clear discrepancy in price and quality, as well as a lack of interest in organized leisure programs among young people.

Youth tourism plays a significant role in the development of the tourism industry of the region, since this type of tourism has an active and dynamic character, which allows the region not to stand still, but to move forward along with modern development trends. Young people are the driving force for the region, its potential and a catalyst for innovation, a driver of sustainable development and a driver of energetic and innovative development in the region. This, undoubtedly, can single out the region against the background of competitors with the correct organization and application of youth tourism in the regional tourism system of the Belgorod region.

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The prospects for youth tourism are due to the fact that, as a rule, during travel, young people spend significant amounts of money; youth are not subject to travel waivers for political reasons disturbances, diseases and natural disasters; youth travel entails the opening of new directions.

At the same time, this type of tourism reflects the lifestyle of the younger generation, being both a form of training and a way of expanding ties and horizons, in the form of new

acquaintances, cultural exchange and professional development.

The development of youth tourism is possible and advisable in various areas, such as entertainment, event, excursion cognitive, extreme, educational, beach, sports and recreation, etc. The activities of young people, such as recreation and training in specialized camps, visiting excursions, participation in tourist competitions and events, extreme activities in natural environment (implementation of programs on sports tourism, mountaineering, climbing, orienteering, rafting, etc.), should be highlighted.

In this context, special attention should be paid to such a category of youth as students. At the same time, the main task of developing youth student tourism is to popularize our educational platforms.

All these areas of youth tourism are very diverse and have large boundaries.

At the same time, the development of the youth tourism system is dual. First, for the individual provides opportunities for:

1. Health promotion (participation in hiking, competitions, ensuring conditions for organizing an active and healthy lifestyle);
2. Travel based on the development of a network of youth camps, affordable hotels, and equipped tourist routes, a system of preferential travel;
3. Broadening the outlook, raising the cultural and educational level.

Secondly, it causes economic development, including taking into account the multiplier effect, ensures employment of the population and the creation of new jobs, increases the status of the territory in the system of markets at various levels, and has a positive impact on the recovery of the population.

In addition to this influence, the advantages associated with the development of youth tourism should be highlighted, namely:

1. Reducing the effect of seasonality;
2. Extending tourism to new territories;
3. Sustainability of the tourism market;
4. Development of innovative processes and technologies.

Subject to the implementation of part of the presented directions, this type of tourism will serve as a condition for representing the region as a prestigious tourist destination, will act as a factor in the development of regional socio-economic the economic system, identifying competitive advantages and forming the prerequisites for the growth of the tourist flow, popularizing the region and improving the quality of life of the population.

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