

**MODERN TRENDS AND PROSPECTS OF WORLD TOURISM DEVELOPMENT****Matlubakhon Abdimanabovna Kuymuratova**

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**Annotation:** The article analyzes the trends in the development of world tourism, highlights the main features of modern tourism, discusses the problems between each new direction in world tourism and opposing movements, and also provides recommendations for the development of tourism in Uzbekistan in the process of studying world tourism trends.

**Key words:** tourism, world tourism, strategy, coronavirus pandemic, dynamics, trend, domestic tourism, inbound tourism, tourism industry, foreign tourists, export of services, industry.

Currently, the tourism industry in the world is an area that is developing at a dynamic level in the global trade of services. If, in 1950, the number of tourists worldwide was 25 million and the income of the tourism industry was 2.1 billion US dollars, according to the data of the World Tourism Organization (WTO) in 2012, the number of international tourists in the world exceeded 1.035 billion people and the annual income received in the tourism sector exceeded 1.3 trillion dollars respectively. Every year 5-6 billion people go on tourist trips in their countries. Taking this into account, BTT developed its slogan<sup>[1]</sup>. This slogan consists of: A billion tourists - A billion opportunities.

According to the World Tourism Organization's statistics, in 2014, tourism accounted for 9% of world GDP (more than 6 trillion dollars), 6% of world exports, including up to 30% of world exports of services. 260 million workplaces in the world are connected with tourism and travel (of which 100 million people are directly in the field of tourism). That is, every 11th worker in the world works in the tourism industry. The number fund of deployment tools is 12.7 million (including 4.9 million in the USA, 3.9 million in Europe)<sup>[2]</sup>. This indicator is increasing year by year. In 2018, the share of tourism in world GDP was 8.8 trillion US dollars, i.e. 10.4% of GDP, as well as 1.5 trillion US dollars, i.e. 6.5% of total exports (which means 27.2% of total services exports) and 319 million jobs (every 1 out of 10 people works in the tourism sector)<sup>[3]</sup> In 2020 (within 5 months), there was a loss of 1.5 percent to 2.8 percent of GDP in global tourism due to the pandemic<sup>[4]</sup>.

The wide spread of the coronavirus pandemic in the world has had a profound negative impact on the sustainable development of the tourism sector as well as all sectors of the economy. In 2020 (within 5 months), the number of foreign tourists in the world decreased by 56% compared to 2019, the loss from the export of

<sup>1</sup> Fundamentals of tourism Textbook, team of authors; under. ed. E.L. Pisarevsky. Moscow, Federal Agency for Tourism, 2014, 375p.(236p)

<sup>2</sup> Fundamentals of tourism Textbook, team of authors; under. ed. E.L. Pisarevsky. Moscow, Federal Agency for Tourism, 2014, 375p.(237p)

<sup>3</sup> UNWTO barometer 2018 – World Tourism Organization (UNWTO), april 2018. <https://www.moodiedavittreport.com/wp-content/uploads/2018/04/wto-1.png>

<sup>4</sup> <https://webunwto.s3.eu-west-1.amazonaws.com/s3fs-public/2020-08/UN-Tourism-Policy-Brief-Visuals.pdf>



tourism services reached 1.2 trillion US dollars, which is more than 3 times the loss caused by the global financial and economic crisis in 2009<sup>5</sup>.

Nowadays, the role of the tourism industry is very important not only in the economy of developed countries, but also in the economy of developing countries. Tourism creates important conditions for combating poverty, as well as bringing people from many countries and regions of the world closer to each other. For example, it provides jobs and 3/4 of GDP in the small countries of the Caribbean Basin and has a vital role in the way of life of the people in these countries.<sup>6</sup>

In developed European countries, tourism accounts for 10-15% of GDP. The importance of tourism in Africa is considered strong only in the Republic of South Africa and only in the early stages of development in a few countries of North Africa.

Tourism plays an important role in the economy of Middle Eastern countries also (especially in UAE), but in recent years, security issues have been a great obstacles to the development of tourism in these countries. The share of tourism in the economy of South-Eastern countries is also increasing year by year.

According to BTT's calculations, it is predicted that the international tourist flow will reach 1.36 billion people in 2020 and 1.39 billion people in 2030. It is known from these data that one out of every five people of our planet is engaged in tourist activities. That is, according to forecasts, the annual increase in the flow of international tourists is 4%. The share of international tourism and travel in the world GDP will increase by 10% (9.2 trillion dollars) by 2020. As a result, additional 21 mln. jobs will be created and tourism's contribution to employment will increase to almost 10% (325 million workers)<sup>7</sup>. Of course, the development of international tourism will have a great impact on regional differences in world tourism, but these indicators in the development of world tourism are noteworthy<sup>8</sup>.

Despite the fact that the negative political and economic environment in the world sometimes worsens and persists, the tourism industry shows a stable tendency in terms of growth. Following this situation, many new countries and regions are actively developing the tourism sector. New, attractive tourist centers and countries competing with the leading countries in world tourism are being formed. At the same time, uneven socio-economic development in many countries and regions of the world has also caused uneven dynamics of international tourist flows.<sup>9</sup>

The development of international tourism is affected by various economic (the economic crisis of 2008-2009), political (the "Arab Spring" incident in the Middle East, the period of conflicts in North Africa and etc.), natural (earthquakes, hurricanes, climate change, epidemic and pandemic of 2019-2020 and etc.) factors will have a sharp impact. However, in spite of all the mentioned obstacles, it was confirmed that world tourism is developing steadily within worldly borders. However, it should be noted that as a result of the imposition of various

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<sup>5</sup> <https://webunwto.s3.eu-west-1.amazonaws.com/s3fs-public/2020-08/UN-Tourism-Policy-Brief-Visuals.pdf>

<sup>6</sup> Fundamentals of tourism Textbook, team of authors; under. ed. E.L. Pisarevsky. Moscow, Federal Agency for Tourism, 2014, 375p.(237 p)

<sup>7</sup> Kruzhalin V.I., Mironenko N.S., Siegern-Korn N.V., Shabalina N.V. Geography of tourism, textbook - M.: Federal Agency for Tourism, 2014. - 336 p.

<sup>8</sup> Fundamentals of tourism Textbook, team of authors; under. ed. E.L. Pisarevsky. Moscow, Federal Agency for Tourism, 2014, 375p.(237 p)

<sup>9</sup> Fundamentals of tourism Textbook, team of authors; under. ed. E.L. Pisarevsky. Moscow, Federal Agency for Tourism, 2014, 375p.(237 p)

restrictions around the world due to the coronavirus pandemic, the trend of a sharp decrease in the number of foreign tourists in 2020 is still maintained.

In 2012-2020, there were significant changes in the ranking of the leading countries in terms of spending on international tourism: The People's Republic of China took the first place, spending 102 billion dollars on international tourism this year (China's spending on international tourism increased by 37% this year). Some researchers who study the huge funds allocated for the development of tourism talk about the "Chinese factor" in the development of international tourism.

This country has increased its spending on tourism development 8 times between 2012 and 2020 by simplifying the norms of leaving the country, increasing the income of the Chinese people and strengthening the national currency of China. This factor in China's development of international tourism is being used by other countries. Russia is increasing its spending on tourism development by 3 times, Australia by 3.5 times. However, it is also noted that some of the leading countries in tourism are reducing their spending on tourism development (Japan, Great Britain). The share of 10 countries leading in world tourism in tourism development is 46%<sup>[10]</sup>. Also, the limits of the development of the tourism sector and the number of countries paying special attention to this sector are becoming more and more stable.

Despite the serious changes that have occurred in the world tourism market, intra-regional tourism is the main tourist stream in world tourism. In 2012-2018, 81% of the world tourism flow was realized within touristic areas. Large amounts of tourist exchange are recorded in neighboring countries or regional countries. This trend is evident in Europe - 87% of tourists are Europeans. Only in the Middle East region, the interregional tourist flow is 55%, and the region's tourists are 45%. As a result, while the average global economic growth in 2019 was 3.2%, this indicator recorded higher growth in the tourism sector<sup>[11]</sup>. Although this sector has decreased in 2020 under the influence of the pandemic, it is natural that it will grow in the coming years.

The UN's statistics of the development of international tourism in the years 1950-2000-2010 and the forecast until 2020 and 2030 according to the tourist regions of the world are presented in the table below ( Table 1).

**Table 1**

**Development of international tourism by tourist regions of the world during 1950-2000-2010 and forecast for 2020 and 2030<sup>[12]</sup>**

<b>Indicators</b>	<b>1950</b>	<b>1990</b>	<b>2000</b>	<b>2010</b>	<b>2010</b>	<b>2020</b> (forecast)	<b>2030</b> (forecast)
Tourist flow around the world, mln. person	25,3	165,8	439,5	687,0	940,0	1360	1809
<i>Including(in%):</i>							

<sup>10</sup> Economics of tourism: textbook / M.A. Morozov, N.S. Morozova, G.A. Karpova, L.V. Khoreva. - M.: Federal Agency for Tourism, 2014. - 320 p.

<sup>11</sup> Travel & Tourism Economic Impact 2019. P.1.

<sup>12</sup> Fundamentals of tourism Textbook, team of authors; under. ed. E.L. Pisarevsky. Moscow, Federal Agency for Tourism, 2014, 375p.(238 p)

Europe	66,4	68,2	60,4	57,1	50,5	45,6	41,1
USA	29,6	25,5	21,1	18,6	16,0	14,6	13,7
Asia - Pacific Ocean region	0,8	3,7	12,8	16,8	21,7	26,1	29,6
Africa	2,4	1,4	3,5	4,0	5,3	6,3	7,4
Middle East	0,8	1,1	2,2	3,5	6,4	7,4	8,2

Source: UNWTO (United Nations - World Tourism Organization) data.

From the analysis of the data in the given table, it is clear that Europe continues to lag behind new regions in world tourism in terms of annual indicators in recent years, and its leadership position is declining. In the 20th century, Europe and America held the highest figures in international tourism compared to other regions for many years. Since the beginning of the new century, their attraction to international tourists has been declining. But even now, these two continents organize international tourist flow at much higher levels.

The tourism market, which covers many countries and regions of the world, is developing successfully in the conditions of increasing competition and economic contradictions of the participants. The main reasons behind these conditions are also paying attention to the fact that they are releasing their tourism products, tourism services and tourism advertising to the foreign tourism market in unexpected and different ways <sup>[13]</sup>.

At the same time, the introduction of touristic needs and touristic offers to the world tourism market, as well as their creation in certain countries, depends on a number of variable factors: the economic and financial development of countries, changes in the policies of countries, and the development of innovative technologies <sup>[14]</sup>.

The international tourism of the countries of the Pacific region has suddenly reached huge amounts and from 2020 it has reached the second place in world tourism. Despite the many problems in Africa and the Middle East, the share of these regions in international tourism continues to grow. From the analysis of the international tourist flow in the international tourism regions of the world, it is known that the flow of international tourists in European international tourism is mainly due to the countries of Southern and Western Europe (35% and 31% of entry-2012). The comfort of the climate, the rich national heritage, the high socio-economic levels and the normality of the political environment are one of the main features that organize the flow of international tourists (Figure 1).

It can be seen that the main international tourist arrivals in Central-Eastern Europe have the highest figures (21%). In the Asia-Pacific region, the main tourist flow is increasing in North-East Asia (53%). It has become clear that the region of South Asia will create a clear competition for this region (36%). Despite the complex political situation between the countries of this region and the low level of socio-economic development, there are opportunities for further development of international tourism due to the unique nature and natural climatic conditions.

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<sup>14</sup> Fundamentals of tourism Textbook, team of authors; under. ed. E.L. Pisarevsky. Moscow, Federal Agency for Tourism, 2014, 375p.(238 p)



**Figure 1. Changes in the share of regions in the global market (forecast, %)<sup>[15]</sup>**

Due to the distance between the countries of Australia and Oceania, the current opportunities to increase the international tourist flow are quite limited. Both of these areas can increase international tourist flow by lowering the cost of tourist passes. This method is hardly used in international tourism.

North America (USA, Canada, Mexico) is leading in international tourism in America. These countries attract 2/3 of the tourist flow in the region. 16% of the international tourist flow in this area goes to South America, 13% to the Caribbean region. Central American countries have minimal indicators in international tourism. A very uneven development trend of international tourism can also be observed in the African region.<sup>[16]</sup>

In terms of international tourist flow in the region, Morocco (18%) and South African countries (18%) are achieving significant amounts. Tunisia (12%) also stands out. Permanent leadership in the region is definitely in Saudi Arabia (26%, due to pilgrims). Next is the Arab Republic of Egypt (22%, due to pyramids), United Arab Emirates (17%, due to high-class infrastructures and services).

In the next 10 years, according to the information of the World Tourism Organization, significant changes are taking place in the main goals and interrelationship of objectives of international tourism. For example, if in the year 2000 the purpose of leisure and time in international tourism flow was 62%. In 2018, this figure was 52%; tourist activity for business and professional purposes decreased from 18% in 2000 to 14% in 2018; in international tourism, tourist activities for the purposes of meeting friends and relatives, health and pilgrimage increased from 20% to 27%<sup>[17]</sup>.

According to the forecasts of the World Tourism Organization (WTO), tourist activity will be almost maintained until 2030, according to the goals noted in the international tourist flow. However, in recent years, it has been well studied that, due to the large number of complex goals in tourists, they are more often faced with hesitation conclusions in defining their main goals in tourist activities. This indicates the continuing

<sup>15</sup> The data was formed on the basis of table 1.3.

<sup>16</sup> Fundamentals of tourism Textbook, team of authors; under. ed. E.L. Pisarevsky. Moscow, Federal Agency for Tourism, 2014, 375p.(239 p)

<sup>17</sup> <http://www.unwto.org>

diversification of tourist activity, the emergence of new types of tourism, the changing borders and geography of the international tourist flow.

Significant changes are taking place in the use of transport and means of transport in the flow of international tourism. These changes are primarily related to air transport, which occupies an important place in the development of international tourism<sup>[18]</sup>. The share of air transport in international tourism transport increased from 38% to 52% from 1980 to 2012.

According to forecasts, these indicators will be maintained until 2030. Also, the use of air transport in international tourism will increase in developing countries, and in this direction they may leave behind the indicators of developed countries. Because developing countries are well established in the use of low-cost modern airliners in international tourism.

The share of automobile transport in international tourism is large and still remains constant -40-41%. The most unexpected phenomenon in the transport services of international tourism was the decline of railway transport services. The share of railway transport in international tourism was 7% in 1998, and in 2012 this figure was 2%. This indicator remained in 2020. Water transport services in international tourism have also declined; It was 8% in 1998, 6% in 2012, and 5% in 2018 <sup>[19]</sup> In 2020, this indicator decreased slightly due to the impact of the pandemic.

Another important change in the development of modern tourism is that the international tourism market is expanding. For example, in 1950, 71% of the international tourist flow was in the 5 leading countries in international tourism. This figure was 35% in 2000 and 31% in 2010. In 2020, the amount of this indicator was expected to be 30% <sup>[20]</sup>.

It should be noted separately that if the share of developing countries in the flow of international tourism was 30%, in 2012 this figure reached 475, and in the forecast until 2030 it will reach 57%. Thus, developed European and American tourism spaces and destinations are forced to give their positions to the spaces and destinations of developing countries. The tourism market in these countries is increasingly diversified from a geographical point of view <sup>[21]</sup>.

One of the events that is clearly happening in the international tourism market is the change in the ranking of the leading countries with developed tourism. According to preliminary estimates, in the following years, several European and American countries, which have been considered leaders in terms of international tourist arrivals for many years, have slightly reduced the flow of international tourists and kept them at normal levels (France, USA, Spain, Italy, Great Britain).<sup>[22]</sup> At this time, Asian tourist destinations and places, which are rapidly developing international tourism, are showing great achievements and are striving for a leadership position in the world in terms of the arrival of international tourists.

Eastern Europe (especially the countries that joined the EU in recent years), Asia and South America have growing opportunities in the flow of international tourism. If the countries of North America and the Caribbean

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<sup>18</sup> Fundamentals of tourism Textbook, team of authors; under. ed. E.L. Pisarevsky. Moscow, Federal Agency for Tourism, 2014, 375p.(239 p)

<sup>19</sup> <http://www.unwto.org>

<sup>20</sup> <http://www.unwto.org>

<sup>21</sup> Tourism statistics : textbook / group of authors ; ed. A.Yu. Alexandrova. - M.: Federal Agency for Tourism, 2014. - 464 p.

<sup>22</sup> Fundamentals of tourism Textbook, team of authors; under. ed. E.L. Pisarevsky. Moscow, Federal Agency for Tourism, 2014, 375p.(241 p)

basin do not create new tourism products, they will cause a decrease in their current amount of international tourist flow. According to the conclusions of many international experts, the most promising development of international tourism in the coming years is expected in Eastern Europe: Montenegro, Bulgaria, Croatia, Ukraine; In Asia: Azerbaijan, Uzbekistan, Qatar; In South America: Argentina and Chile. But due to the global pandemic, the flow of international tourism has decreased by 56% in the last 5 months of 2020 and 320 billion dollars have been lost. This is 3 times more than the international crisis of 2009. Of this, the flow of international tourism in America increased by 220 million (+2%) in 2019, but decreased by 47% in 2020, while in Europe this figure increased by 745 million (+4%) in 2019, decreased by 58% in 2020, in Africa increased by 73 million (+6%) in 2019, decreased by 47% in 2020, in the Middle East increased by 73 million (+2%) in 2019, decreased by 52% in 2020, and in Asian countries increased by 361 million (+4%) in 2019, decreased by 60% in 2020 <sup>[23]</sup>.

The distribution of income in international tourism by countries is shown in Figure 4. International tourism receipts continue to be traditionally concentrated in European countries and North American countries. The first place in this list is occupied by the USA. Also, the income of the tourism industry occupies an important place in the economy of Spain, France, Italy, and Germany. It should be noted separately that in the next 20 years, the Republic of China will increase its income from tourism by 20 times, and is ready to drop France, which occupies the second place in terms of international tourism income, to the third place <sup>[24]</sup>.

The gradual decline in the flow of outbound tourism in Europe is a complex economic situation in European countries. For example, the ever-decreasing tourist flow to Southern Europe is not being met by the demands of Europeans who appreciate beach tourism (The economic crisis in Greece has had a significant impact on inbound tourism). The largest tourist flow in European countries is observed in Russia despite the economic crisis<sup>[25]</sup>. This can be seen in the table below (Table 2).

Great Britain and Germany, which have traditionally taken the lead in the flow of outbound tourism among countries in the world, are in a period of stagnation (stoppage of development). In several countries of Southern Europe, there was even a decrease in the flow of outbound tourism.

**Table 2**

**Mainstream perspectives of outbound tourism in the world by tourist areas<sup>[26]</sup>**

<b>Indicators</b>	<b>1999</b>	<b>2000</b>	<b>2010</b>	<b>2020</b>	<b>2030</b>
worldwide (in millions),	435	674	940	1360	1809
Including (in %)					
From Europe	58,7	58,6	54,1	50,1	46,0
From USA	23,0	19,7	17,0	15,6	14,6
From the Asia-Pacific region	13,7	17,2	21,8	26,3	29,9

<sup>23</sup> Source: WorldTourismOrganization(UNWTO) August 2020

<sup>24</sup> Fundamentals of tourism Textbook, team of authors; under. ed. E.L. Pisarevsky. Moscow, Federal Agency for Tourism, 2014, 375p.(243 p)

<sup>25</sup> Chudnovsky A.D., Zhukova M.A., Management of consumer preferences in the field of domestic tourism and hospitality and the main directions of the implementation of the tourist product: textbook / - M.: Federal Agency for Tourism, 2014. - 304 p.

<sup>26</sup>Fundamentals of tourism Textbook, team of authors; under. ed. E.L. Pisarevsky. Moscow, Federal Agency for Tourism, 2014, 375p.(244 p)

From Africa	2,4	2,3	3,2	3,9	4,5
From the Middle East	2,0	2,2	4,0	4,2	4,5

Source: UNWTO (United Nations - World Tourism Organization) data.

The development of tourism in America is becoming increasingly diverse. While outbound tourism in the USA is considered one of the main streams, there are no opportunities to further strengthen outbound tourism due to the fact that the tourist activities of Americans in the territories of their countries are traditional. Brazil plans to increase inbound tourism twice (10 million tourists) by 2020 due to the 2014 FIFA World Cup and the 2016 Summer Olympics, and increase tourism revenues by 2.3 times to 15 billion dollars <sup>[27]</sup>.

There have been significant changes in the ranking of the leading countries in terms of spending on international tourism: the first place was taken by the People's Republic of China, which spent 102 billion dollars on international tourism in 2018 (this year China's spending on international tourism increased by 37%). Some researchers who study the huge funds allocated for the development of tourism talk about the "Chinese factor" in the development of international tourism. This country has increased its spending on tourism development 8 times between 2012 and 2020 by simplifying the norms of leaving the country, increasing the income of the Chinese people and strengthening the national currency of China <sup>[28]</sup>.

This factor in China's development of international tourism is being used by other countries. Russia is increasing its spending on tourism development by 3 times, Australia by 3.5 times. However, it is also noted that some of the leading countries in tourism are reducing their spending on tourism development (Japan, Great Britain). The share of 10 countries leading in world tourism in tourism development is 46% []. Also, the limits of the development of the tourism sector and the number of countries paying special attention to this sector are becoming more and more stable. Despite the serious changes that have occurred in the world tourism market, intra-regional tourism is the main tourist stream in world tourism. In 2012-2018, 81% of the world tourism flow was realized within touristic areas. Large amounts of tourist exchange are recorded in neighboring countries or regional countries. This trend is evident in Europe - 87% of tourists are Europeans. Only in the Middle East region, the interregional tourist flow is 55%, and the region's tourists are 45% <sup>[29]</sup>. This trend continued in 2019-2020. However, the pandemic that occurred in 2020 had an impact on these indicators.

The conclusions from the study of the modern trends in the development of world tourism are that the main trends in the development of tourism in Uzbekistan can be manifested in the following prospective directions:

1. The strengthening of the improvement of the development of international tourism (historical-cultural, archaeological, pilgrimage and ecotourism) in Uzbekistan leads to an increase in the need for the creation of international tourism development centers in our country.

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<sup>28</sup> Fundamentals of tourism Textbook, team of authors; under. ed. E.L. Pisarevsky. Moscow, Federal Agency for Tourism, 2014, 375p.(244 p)

<sup>29</sup> Fundamentals of tourism Textbook, team of authors; under. ed. E.L. Pisarevsky. Moscow, Federal Agency for Tourism, 2014, 375p.(245 p)



2. The development of domestic tourism in Uzbekistan ("Travel around Uzbekistan" program) also leads to the need for the creation of centers for the development of domestic tourism (such as rural, ethnic, ecological and recreation) in the country, and to the improvement of tourism markets.

3. The increasing specialization of tourism in Uzbekistan by sectors and types increases the need to diversify new tourist products and tourist services by types of tourism in our country.

4. The increase in the flow of foreign tourists to Uzbekistan increases the need for training, retraining, upskilling and skill formation of tour operators who provide services at the level of international demand in the fields and types of tourism.

5. The rapid development of domestic and foreign tourism in Uzbekistan creates the need to solve the problems of zoning for the proportional development of tourism at the national level and in each of its regions

6. The development of international and domestic tourism in Uzbekistan, the diversification of tourist services increases the need to create a medium-term concept of tourism development at the country level and in each of its regions.

7. The increase in the flow of tourists visiting Uzbekistan creates the need to improve the provision of tourism services at the level of world standards, and correspondingly, starting to develop the sector increases the need to improve the structure and principles of management.

8. The implementation of the action strategy of the country's development for 2017-2021 in Uzbekistan and the study of international experiences will lead to an increase in the need to develop regional tourism in our country.

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