

Swot Analysis in Youth Tourism Development Strategies for Uzbekistan

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Abstract: Youth tourism and travel in Uzbekistan is considered really new and not yet discovered in an international marketplace. Developing youth tourism locally can lead stable development; however, proper development strategy should be implemented intending long-term success. Therefore, in this case, we tried to give strategies by using SWOT analysis taking consideration into all aspects of youth travel and tourism.

Keywords: youth tourism, SWOT analysis, strategy, development, destinations, travel.

INTRODUCTION

Young people do not have so much money, but enough time. It means that they can stay in touristic destinations longer than a usual traveller. The researches of WYSE Travel Confederation indicate that youth travellers spent an average total of USD 2,160 on main trips, while an average of USD 1, 097 per trip for global tourists in 2013. Obviously, taking longer trips compared to other tourists, young travellers spend by two-thirds more on average. Furthermore, they often try to plan their trip on their own without the intermediates, which means that they directly spend a high amount of their money with local establishments. It will obviously bring the improvement for the economy of local businesses.

According to British Council estimates, the number of international students in the UK is forecast to rise by 21 million between 2011 and 2020 from 178 million to 199 million (HM Government 2013). £27 billion were contribution generated by youth and student travellers in 2017, increasing by 5% than 2016. For the USA, 1,094,79 international students and their travels generate both direct and indirect 455,622 jobs and account for USD 39 billion to the economy of the country during the 2017-2018 academic year.

Youth tourism has become one of the fastest developing sectors of the international tourism in the world, by representing over 23% of more than one billion international tourists (Global Report on The Power of Youth Travel, UNWTO 2016). Evidently, we can see its impacts not only on economic, but also on political and societal perspectives.

In order to develop Youth tourism and travel, initially, its system this should be improved in a large scale. With this aim, it is expedient to learn the youth travel market thoroughly and give proper strategies.

In Youth Tourism category, young travellers usually mostly prefer low cost airlines and accommodation, meeting new people, new culture, having fun and adventures, independently or in a pre-arranged way, taking longer to short holidays. More directly, their purpose can be specific: to experience a different culture, learn a language, volunteer, work or study. Most of young people travel with tight budget, so they

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prefer to choose cheap hostels in which they can create friendly atmosphere with other young travellers and local people, by saving their money for a mixed variety of adventure and activities. As well as, in young travellers’ opinion, the best and most unforgettable travels are those that are unexpected, unorganised, full of fun and memorable discoveries. Generally, these specific features lead us to the definition of youth travel stated by the Youth Tourism Consortium of Canada (YTCC) *“young people up to 30 years old, who travel without their family, don’t travel for business purposes but to visit friends or relatives, for educational reasons or to have fun and whose trip lasts more than 24 hours.”*

LITERATURE REVIEW

According to Claudia Moisa (2010), in the 19th century the youth category was not so important in the society, some “fashions” followed by them was easily and quickly forgotten in a short period in Western Europe, however, next century increased the importance of young people accepting the technological progress and confidence in the future in many areas, such as politics, music, fashion, imagination and others.

Youth Tourism, its forms, characteristics, motivations and factors have been widely studied by foreign scientists such as Richards, G., Claudia MOISĂ , Elena N. Koroleva, Olga V. Semenchuk, Seekings, J. Horak, S., Weber, S., DEMETER T., BRĂTUCU G., Hudman, L.E., Holdnak, A., Holland, S., Adina Negruşa, Medet Yolal, Lingxu Zhou.

METHODS

In order to learn the potential tourism market in Uzbekistan, we used SWOT analysis method. In the table of SWOT, we filled four columns with Strengths, Weaknesses, Opportunities and Threats of youth travel in Uzbekistan.

S	W
O	T

Opportunity matrix

Probability of taking advantage of opportunities	Exposure level		
	Strong	Average	Weak
High			
Medium			
Low			

Opportunity matrix is formed in order to show how high the impact of opportunities is on the field. Here the evaluation method is used for each opportunity. Opportunities put in coloured cells are considered to be most important ones, so they should be taken advantage of immediately and efficiently.

Threat matrix

The probability of the realization of threats	Possible consequences			
	Destruction	Tense situation	Difficult situation	Minor injuries
High				
Medium				
Low				

Threats in dark grey colour are considered to be most destructive, thus they need to be solved with proper strategies as soon as possible. Threats in light grey colour are more important than others and should be paid special attention.

RESULT AND DISCUSSION

In order to develop Youth Tourism in Uzbekistan a plethora of reforms should be implemented, since its development depends on the cooperation of the whole infrastructure. If the system is formed in a convenient way, youth travelling can easily develop. However, it is not straightforward to carry out all the reforms and implementations in one day, it takes time, but the result can be perspective. Because of the study of world experience in this case, we can conclude that there are particular reforms, which should be taken into consideration in terms of the prosperity of Youth Tourism. So as to do reach this goal, we attempted to analyse and evaluate the current state of youth tourism with the help of SWOT analyses.

Table 1. SWOT analyses of Youth Tourism in Uzbekistan

		POSITIVE	NEGATIVE
		Strength	Weakness
INTERNAL		<p><i>S</i>₁: The motivations of Uzbek youth to explore the world</p> <p><i>S</i>₂: Potential for large number of travellers, youth makes up 60% of the population</p> <p><i>S</i>₃: Growing number of concerts, events and festivals</p> <p><i>S</i>₄: Extended holidays and vacations</p> <p><i>S</i>₅: High touristic potential for various tours in the regions</p> <p><i>S</i>₆: The popularity of summer schools, summer camps, seminar-trainings among the young</p> <p><i>S</i>₇: Safety & Security of travelling are best provided in Uzbekistan</p> <p><i>S</i>₈: The popularity of technology usage among youth travellers.</p>	<p><i>W</i>₁: lack of infrastructure;</p> <p><i>W</i>₂: lack of a unified database;</p> <p><i>W</i>₃: lack of integration between tour service providers</p> <p><i>W</i>₄: a low number of specialized and variety of youth tours;</p> <p><i>W</i>₅: expensiveness of tourist services and tours, transport tickets;</p> <p><i>W</i>₆: poor quality of tourism services provided for young people;</p> <p><i>W</i>₇: no student tourist centres in the regions;</p> <p><i>W</i>₈: no interregional interaction and exchange of experience in the field of youth tourism in the regions</p> <p><i>W</i>₉: absence of efficient travel online platform</p> <p><i>W</i>₁₀: poor perception of the youth travel market in Uzbekistan</p> <p><i>W</i>₁₁: poor advertisements</p>
		Opportunity	Threat
EXTERNAL		<p><i>O</i>₁: New potential destinations for market expansion</p> <p><i>O</i>₂: Attracting youth travellers from neighbouring countries (Central Asian countries)</p> <p><i>O</i>₃: Diversifying of tourism offerings</p> <p><i>O</i>₄: Forming travel culture & customs</p> <p><i>O</i>₅: Student and Youth travel policy by the Youth Affairs Agency</p> <p><i>O</i>₆: Investment opportunities</p> <p><i>O</i>₇: Introduction of world class tourist service providers</p> <p><i>O</i>₈: The improvement of digitalization in database</p> <p><i>O</i>₉: Establishment of touristic non-governmental organizations (NGOs)</p>	<p><i>T</i>₁: Increase in competition with other destinations</p> <p><i>T</i>₂: Changes in customer interests</p> <p><i>T</i>₃: Cases of force majeure</p> <p><i>T</i>₄: Visa issues for international youth travelers</p> <p><i>T</i>₅: Currency issues for international youth travelers</p>

(Source: Formed by the author)

Opportunity matrix

When we evaluated each given opportunity using the positioning method, the following opportunity matrix was formed.

Table 2. Exposure level of opportunities

Probability of taking advantage of opportunities	Exposure level		
	Strong	Average	Weak
High	O_8 , (1)	O_5 , (2)	O_9
Medium	O_3 , (4)	O_4, O_6 (5)	O_7
Low	O_1 (7)	O_2 (8)	

Table 1. SWOT analyses of Youth Tourism in Uzbekistan

(Source: Formed by the author)

As it is clear from the table, the 9 opportunity areas (from (1) to (9)) are formed within the matrix have different values for the Youth tourism development. Opportunities in the fields of (1), (2) and (4) are of great importance for the industry and they must be used. Opportunities in the areas of (6), (8) and (9) may not be too practically effective. Opportunities in the remaining fields can be used if the industry has sufficient resources.

Threat matrix

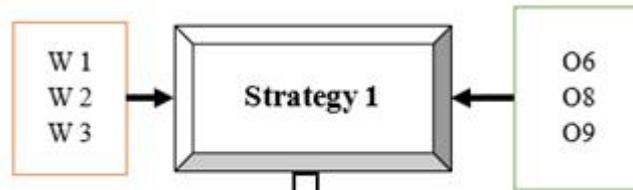
This matrix was created for threat assessment. The possible consequences that lead to the realization of threats in the organization are placed horizontally above (destruction, tense situation, difficult situation, minor injuries). On the left, the probability of the realization of the threat is placed vertically (high, medium, low).

Table 3. The probability of the realization of threats

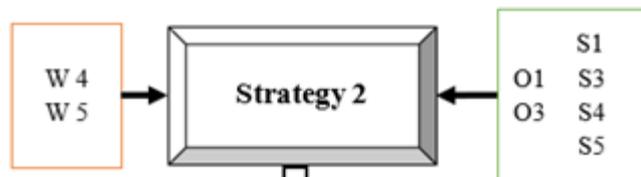
The probability of the realization of threats	Possible consequences			
	Destruction	Tense situation	Difficult situation	Minor injuries
High	(1)	T_1 (2)	T_2 (3)	(4)
Medium	(5)	T_4 (6)	(7)	T_5 (8)
Low	T_3 (9)	(10)	(11)	(12)

(Source: Formed by the author)

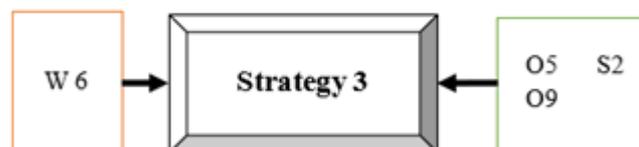
Threats entering the areas of (1), (2) and (5) pose a serious danger. As can be seen from the table, threat T_1 is considered to bring tense situation for youth tourism, and require immediate and necessary elimination. Next, threats in the areas of (3), (6) and (9) should also be under the management’s attention and should be eliminated at the first level, namely, T_2 , T_4 and T_3 are important threats to be paid attention and solved rationally. Also, threats located in (4), (7) and (10) areas require careful and responsible approach to eliminate them. The threats falling into the remaining fields should not be overlooked by the management of the enterprise, even though it is not urgent to eliminate them immediately. In order to give proper strategy for each problem in the column of weaknesses, we made special solutions by using both opportunities and strengths. there are *seven strategies* covering 11 weaknesses (here each weakness is shown as $W1$, $W2$ and so on):



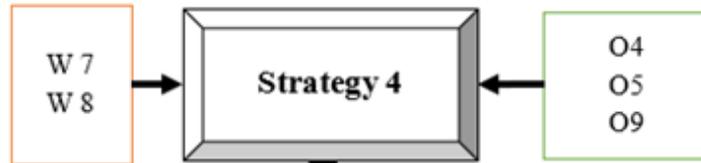
Firstly, the government should give opportunity for the establishment of touristic non-governmental organizations (NGOs), and then with the help of investment digitalising database can solve the issue of infrastructure and inefficient database for tourism sector, as well as, it can lead unified integration between service providers in the field.



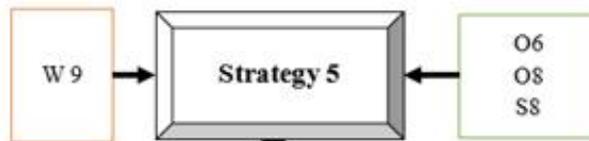
Different special tours and services directed to youth clients can be made by taking advantage of extended holidays and vacations, as well as, different kinds of events. Besides, these touristic services should be organized in the areas with high touristic potential. It can be advantageous for both areas and youth travellers.



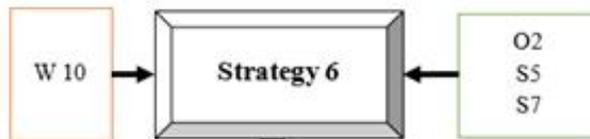
Since youth makes up 60 % of the whole population in Uzbekistan, they are the largest part of potential local travellers. So, with proper Student and Youth travel policy, the Youth Affairs Agency and touristic non-governmental organizations can upgrade the quality and variety of service given for young travellers.



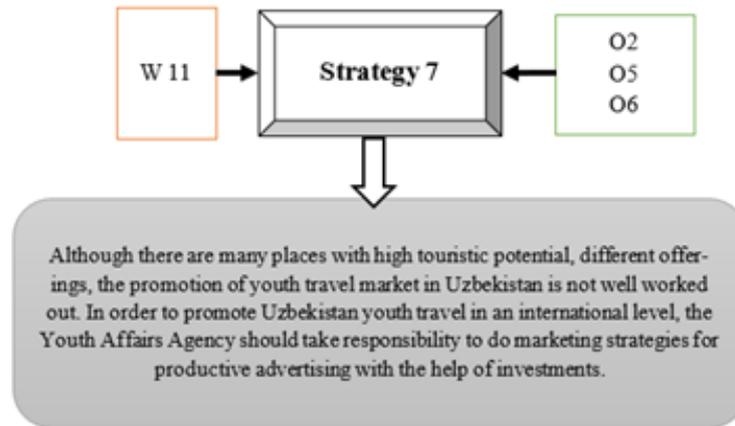
In order to achieve sustainable development of youth tourism in the country, each and every tourist region should own special youth and student tourist centres and provide interregional interaction and exchange of experiences. And this can be reached with strong cooperation between the Youth Affairs Agency and touristic non-governmental organizations by the proper policy intending to form travel culture and customs.



Unlike other generations, Millennials always seek easiness in everything, so while travelling, the barriers like unavailability of information for transport tickets, booking hotels and so on, can keep away from travelling. Thus investing in efficient travel platforms can lead the increase in the number of travelling among youth since they are tech-savvy, and this solution can provide travellers with information about new offerings and new destinations.



Uzbekistan is mostly popular with its historic cities and culture. In international level, youth tourism in Uzbekistan is really new and not yet discovered field. So, after getting local youth tourism developed, then, it is indispensable to attract youth travellers from neighboring countries in order to promote youth travel market internationally by showing its unique tourist regions and safety & security of travelling in Uzbekistan.



IN CONCLUSION, student and youth tourism is a growing market, which is becoming increasingly important for many countries. However, there is still relatively little information available on the development of student and youth tourism worldwide and the respective roles and relationships between public, private and not-for-profit organizations active in this field. Anyway, most of the development are hands of the government’s policy.

There are many areas in which governments can directly or indirectly influence student and youth tourism. Governments can facilitate travel by young people not only through tourism policy, but also as part of educational or cultural policy. They also have a role in providing youth tourism infrastructure and facilities, most notably through regulation in the area of accommodation.

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