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# Tourism in the Field of Education and Scientific Research Tends to Diversify

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**Abstract:** In the global panorama of touristy it is a sector that has grown considerably, especially as the networks for scientific research and education significantly contributed to the diversification of the tourism space. Due to its ability to influence international trade and its capacity to promote social and cultural integration, tourism has increasingly been identified as a key sector for economic growth. The tourism sector in Uzbekistan has been recognized as strategic by the government with an emphasis on raising the quality of education and training specialists to match the requirements of a rapidly growing industry. Yet the system has such an elaborate system of learning framework that not bridging the disparity between market needs and education systems. Although the conceptual underpinnings of sustainable tourism and professional tourism education have been firmly established, theoretical research on tourism education diversification in response to market requirements and qualifications of tourism personnel, are still scarce. The paper seeks to investigate the diversification attentions of tourism education and its responsiveness estimate this industry force, including sustainable tourism and professional training. As such, the key results further emphasise the need for diversification in tourism education at the pre-university to higher education and professional development levels. The analysis cited the need for more tailored training programs and for a closer alignment of educational systems with the needs of industry. The paper presents the idea of combining professional training in tourism with the international requirements of sustainable development and the needs of the tourism labor market of Uzbekistan. This research would also help the policymakers, educationists, and tourism industry stakeholders create a holistic educational landscape towards bridging the gap and creating an element of a more competitive and sustainable tourism sector.

**Keywords:** Diversification, Tourism Industry, Sustainable Tourism, Tourist Services, Tourism Indicators, Economic Efficiency, Social Efficiency.

## 1. Introduction

Our president noted that higher quality education is the only true way of development of new uzbekistan. In this regard, the moments such as the decree “on approval of the concept for development of Science until 2030”, dated October 29, 2020, signed on June 16, 2022 resolution PQ-84 “on measures to improve the management system of the Ministry of higher and secondary special education”, adopted on July 18 of the same year resolution PQ-323 “on measures to support the education of women in the higher, secondary special and professional educational organizations” [1]. And in Uzbekistan, the importance of the development of the educational system in these and other educational regulatory legal acts is given great attention [2].

The content of Breakfast has radically changed since Law of the Republic of Uzbekistan "On Education" and "National Program of Personnel Training" were adopted. The training system of personnel according to state educational standards & requirements of continuing education in the training-educational process of educational institutions is under rethinking in form & content [3].

By today our government has given national economy its strategic sector status to the tourism sector, which lays a very good foundation for the continued development of the sector in the future. On account of this, in succession to serve national and international tourists visiting to our country, modern human beings in the educational system are insisting that their studying and tourism trade perfect in concept and practice [4].

The 21st Century tourism is a new socio-economic phenomenon that entered world economy with a high degree of positivity. Over the next 20 years the most striking aspect of the word of international tourism is the powerful export of goods and services in the world trade. Which is to say, the export of tourist services is growing by 8%, while 30–35% of the total volume of inspired services in the world are vacationers [5].

It had been current trends in the development of World Tourism, sustainable, comfortable and responsible tourism on the principles and rules of the Global Code of ethics of Tourism adopted in 1999 during 13-th session of General Assembly of the World Tourism Organization in Santiago, Chile, that had become the priorities of the UN World Tourism Organization (UNWTO) [6]. Tourism ethics code gives norms for responsible and sustainability-oriented development of World Tourism This document carries a great deal of familiar wording from earlier proclamations and concepts from contemporary professional codes, yet it also provides a contemporary mindset that reflects the changes that have occurred in our society at the dawn of the 21st century [7].

Theoretical aspects of the interpretation of the creative economy of the article, its industrial types were studied using the methods: space and time, induction and deduction, form and content, logical way [8].

The terms "sustainable development of Tourism " and " sustainable tourism " are two of the leading ones in tourism. Sustainable tourism development refers to tourism development based on the rational use of tourism resources and comprehensive cooperation, proportionality in the implementation of environmental and sustainable development objectives, social and cultural development, taking into account the interests of all stakeholders (tourists, hosts and others), destination territories, local residents [9]. A sustainable economic system that is a part of sustainable development can be acknowledged as one of the ways to raise the welfare of the population and living standards, to grow the main economic indicators, to stabilize the ecological situation is the development of tourism in a particular area. Sustainable tourism leads to management of all resources in such a way that economic, social and aesthetic needs can be fulfilled while maintaining cultural integrity, essential ecological processes, biological diversity and life support systems [10].

The reading of the essential features that characterize these definitions reveals to us that the definition of sustainable tourism is, in our opinion, more general, encompassing the principal features of other concepts. At the same time, also very common use the term " sustainable tourism " as the equivalent of sustainable tourism development and covering all kind of Tourism and all kind of tourist areas [11].

#### **Literature Review:**

Theoretical approaches to the establishment of continuous professional lifelong education system in the sphere of tourism and creating professional Tourism Education content V. A. Kvartalnov [12].

V. In Zorin core research work Our economic scientists are also working on research in Uzbekistan to increase the quality and efficiency of educational services [13].

However in directly here in the tourism education system of Uzbekistan this type of research work to a very low level carried out. This includes Professor I.S.Tukhliiev" formation quality training system qualified personnel in the field of Tourism "and" features of the implementation of UNWTO system in improving quality tourism education ", and A.A.Eshtaev's book " Why is competitive personnel necessary for the development of Tourism? in his column, a.I. Only the essence, theoretical and conceptual foundations of educational tourism are considered in the dissertation of Rakhmatov doctor of Philosophy (PhD) in Economic Sciences on the topic "Improving the organizational and economic mechanism of training highly qualified personnel in the field of Tourism", N.Makhmudova, G.Sa "dullaeva's article" the essence of the concept of educational tourism in the market of tourism services and foreign experiences of its development "[14].

We believe that the answer to the problem of diversification should give the project tourism industry the necessary diversity of educational programs of various levels (pre-university, primary, secondary, higher, postgraduate, additional professional), profiles, in every form. At the same time, today in educational institutions the existing limited possibilities of implementation of primary, secondary, higher, post-tertiary and additional professional tourism education with the direction on its diversification to requirements are contradicted [15].

During the process of diversification of the tourism firms and organizations, the qualification level of the employees of the market of tourism services is considered one of the main factors. As the dynamics of indicators demonstrate, tourist firms and organizations in Uzbekistan in 2019-2022 show what level of professional tourist education of employees.

## 2. Materials and Methods

This paper employs a mixed method approach to examine the diversification of tourism education in Uzbekistan. The first key step in the methodology is a comprehensive review of existing literature, which offers insights into research areas and helps to establish a strong theoretical basis pertinent to sustainable tourism, education construction, and professional development system. The research design includes an importance detailed of the slices of the learning research of the tourism subject supported on the statistical data from state reports, academic study reports, and national tourism periodicals (Meanjin forum in the state of QLD, Flinders academic at South Australia). Interviews and surveys with key stakeholders such as educators, tourism practitioners, and government officials are used to evaluate the efficiency of the current tourism education system. The objective of these interviews is to collect direct feedback on the strengths and weaknesses of existing educational frameworks in addition to what is lacking in terms of aligning with tourism sector needs. Statistical data regarding the growth of the tourism industry and employment trends are also increasingly analyzed to assess potential relationships between education and labor market need. It also shows a comparison of some global best practices in tourism education, to illustrate the models successfully used with focused diversification. Using analytic-logical reasoning, the study is framed through the lenses of inductive reasoning and deductive reasoning along with the means to examines the extent to which educational reforms may adopt to global tourism trends on sustainable practices. This approach combines the use of primary and secondary data sources, ensuring a more solid basis for recognizing the distinctive features of tourism education and diversification ideas in Uzbekistan.

### 3. Results and Discussion

It is established that many of the employees of tourist firms and organizations of Uzbekistan with higher and secondary special education increased the number of seats, it is explained by the fact that professionals with direct professional tourist education are not enough, as well as seasonal character of the sphere of Tourism, has a non-landing of the working employee. In this context, the point now is a more active development of professional tourism education in the tourism labor market, and diversification of newer types of tourism in non-official period. Citizen science and research expeditions: One of the largest growing segments is the tourism sector where tourists collect scientific data through citizen science and research projects. Including ecological conservation, archaeological digs, and astronomical observations, where they produce real world scientific results.

The Rise of Field Schools and Workshops: Travel is becoming more focused on learning a unique skill or having specialized knowledge. For example, there are very intensive language courses, culinary ones, or for photographing nature and it is possible to really explore deeper without having to worry about integrating everything The Edutainment Concept: Immersive Technology in Edutainment Augmented reality (AR) and virtual reality (VR) have already been implemented at historical milestones and museums to offer 3D knowledge in other words, they help make incidental knowledge physical. Lifelong Learning and Self-Development: In tune with the philosophy of lifelong learning, adults are wanting travel experiences rooted in self-improvement and personal development. Focusing on wellbeing, culture or local communities to gain perspectives and skills, these trips make for. Academic and Professional Exchange: Older forms of educational tourism, i.e. international student mobility, conferences on the one hand continue to play an important role by fostering international collaboration and knowledge exchange within disciplines.

#### Drivers of Change

Tech: Market place for niche tours and possibility of virtual/hybrid experiences have increased through digital platforms thus opening space for more educational resources. Evolving Nature of Tourism: Tourists today are less content with the flaky drop-by visit; they want real, meaning-making experiences of education and 'inner growth. Sustainability and Ethics: A rising consumer demand for tourism that aligns with sustainable development goals generates diversification, including ecotourism and conservation travel that educate participants on environmental responsibility.

### 4. Conclusion

That is, the processes of diversification of the existing system must be taken into account; without it, an increase of the quality of professional education, a fuller satisfaction of the needs of the population and demand in the labor market, its further development, and structural changes and reforms in the industry are impossible. This time, 45 non-governmental educational Watiwi institutions of our country in the Markazi plan are also preparing personnel for the middle lane in the trip of Tourism field. Training and retraining courses, which both prepare specialists in the field. For the training of staff of hotels and sanatoriums in our country, 8 NGO s were contracted within the scope of 1st half of 2023. Varieties of educational and scientific tourism also show a growing tendency towards more individual and experience-oriented travel, which is in line with the latest trends in the development of the tourism industry in general. This transition results in a strengthened tourism industry, provides deeper travel experiences, and has an increasing impact on knowledge transfer and community building. Destination Impact: Place-based. Experiences more travelers increasingly demand purposeful journeys this niche will further cement itself as a diverse and integral component of the international tourism landscape. If we talk about the principles of diversifying professional tourism education

on the basis of the needs of tourism market and the labor market now, we have the following: principle of compliance-it is the satisfaction of the need for personnel capable of solving complex problems of the modern tourism market; The principle of quality in professional tourist education is the necessity to raise qualifications of general education and professional training in educational institutions and the requirements to qualifications of professional spheres workers. meet the needs of each person for diverse education services —→ principle of personality orientation; freedom of choice means that the freedoms of educational institutions, the provision of educational services, etc. According to the analysis, one of the main challenges related to the training system in tourism is that it does not meet current socio-political changes, technological innovations and globalisation trends; therefore, continuous improvement in thematerial and technical and information base of the tourism educationprocess is insufficient, highly qualified pedagogical personnel are lacking, lowqualityallocations available in educational-methodological and scientific literature and didactic materials are present, the structure of the educational system, careful interaction between science and production and the lack of the practice.

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