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**INNOVATIVE ORGANIZATIONAL FORMS OF YOUTH  
TOURISM DEVELOPMENT IN POST PANDEMIC CONDITIONS**

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**Abstract:**

**Introduction.** *The main goal of the scientific work is to address the challenges posed by the coronavirus pandemic and to ensure sustainability in tourism development. This research work is devoted to scientific substantiation of its innovative organizational forms for the development of youth tourism in Uzbekistan in post-pandemic period.*

**Research methods.** *In the article it is used the research methodology of taking into account the expected changes in the development of tourism in a post-pandemic conditions and the use of innovative organizational forms in the development of youth tourism, in this regard by studying the opinion of experts methods such as observation, comparison, empirical research, systematic and comparative analysis, and expert evaluation were used.*

**Results and discussion.** *After the pandemic, world tourism is expected to recover in a completely different form. The advent of unexpected forms of competition in tourism requires a change in the previous way of working. For permanent sustainable development, it is necessary to learn working in pandemic conditions. In this regard, in accordance with the requirements of the State Committee of Health of the People's Republic of China introduced a procedure for mandatory booking in many parks and tourist areas of the country, according to this, tourists will have to pre-book tickets on websites or via mobile phones. In order to prevent the spread of coronavirus, this regime plays an important role in preventing mass gatherings of people. According to the administrators of many tourist zones, this mandatory rule has allowed to develop preventive measures to prepare for the reception, management and safety of tourists in accordance with the number of orders received. As well as it helped to conduct rapid monitoring of flow of tourists in tourist areas and take timely measures of regulation of the tourist numbers.*

**Conclusion.** *At present, in order to establish youth tourism in our country, such measures as innovative forms of tourism development, creation of tourist clusters, establishment of entertainment infrastructure, construction of new tourist facilities are being implemented.*

**Keywords:** *post pandemic, cloudy tourism, global connection, cluster, tour agent, touroperator, hotel complex, touristic corporation.*

**Introduction.** *The outbreak of coronavirus pandemic and consequent quarantine of countries around the world has dealt a severe blow to the tourism industry. Closure of the borders, cancellation of flights has led to a sharp drop in the number of foreign*

visitors worldwide since March 2020. By the beginning of the summer months, when tour agencies and hotels were supposed to reach their success, unfortunately their income decreased to zero. Uzbekistan has not been left out of this trend, influencing everything from the national airline company to hotels and tour guides.

After cancellation of international flights and closure of borders with neighboring countries, the flow of foreign tourists has dramatically decreased. During the quarantine closure of Uzbekistan's borders with its neighbors has dealt the biggest blow to tourism. As a result, more than 1,500 travel agencies and 1,200 hotels have stopped their activity. These, including guides, national handicrafts, shrines and sanatoriums, catering, transportation and together with the other enterprises have had a crucial influence on the incomes of more than 250,000 people. Moreover, "Uzbekistan Airways" Airline Company has suffered a loss of \$ 200 million [12].

In the Decree of the President of Republic of Uzbekistan Sh.M. Mirziyoyev dated March 19, 2020 № PF-5969 "On priority measures to mitigate negative impact of coronavirus pandemic and global crisis on sectors of the economy" the impact of various negative factors on the economy of Uzbekistan as a result of the spread of coronavirus infection, which, in turn, requires effective preventive measures to mitigate negative effects of this condition, it is also emphasized necessity of paying special attention to the support and sustainability of rapidly developing sectors of the economy, such as tourism, transport, pharmaceuticals and textiles [1].

In the Decree of the President of Republic of Uzbekistan dated May 28, 2020 № PF-6002 "On urgent measures to support the tourism sector to reduce negative impact of coronavirus pandemic" support for tourism and directly connected industries to tourism, which have suffered and are suffering from negative impact of coronavirus pandemic, saving thousands of jobs and skilled professionals, to maintain their incomes, as well as the goal of accelerating the recovery of the tourism industry was set depending on the improvement of the sanitary-epidemiological situation in the country. As a result, for tour operators, travel agents, as well as for accommodations the income tax rate was reduced by 50% compared to the established rate in the period from June 1, 2020 to December 31, 2021. Additionally grants in the amount of 5 million soums were allocated to guides and 10 million soums to tour operators for the development and promotion of new tourism products and itineraries suitable for pandemic conditions [2].

This article reveals that the impact of the coronavirus pandemic on the youth tourism sector has been particularly severe, especially as youth tourism has been inspired by social motivations. Currently, it becomes relevant issue studying tourism development in order to mitigate the effects of coronavirus pandemic. One of the main goals of our study is to address the challenges posed by the coronavirus pandemic and to ensure the sustainability of tourism development. This research work scientifically substantiates its innovative organizational forms for the development of youth tourism in Uzbekistan in post-pandemic period and it is considered as a vital issue today.

**Literature review.** A number of researches are carried out by foreign and domestic scientists on the development of youth tourism in post-pandemic conditions. In this regard, Dai Bin, director of China Tourism Institute, argues that adaptation to

pandemic conditions is not only for the post-pandemic period, but it can be further strengthened and applied in many fields in future. Kirill Khomko, content director at Road Travel company, also studies the impact of coronavirus pandemic on young tourists in his research and suggests a form of travel in private cars as an alternative to traditional travel. Mikhail Shamshidov, an international trainer, tourism consultant and co-author of the Samarkand Tourism Forum, stressed the need to create new trends for the development of tourism in Uzbekistan in post-pandemic period, to build an active infrastructure for youth tourism.

Additionally, scientists of our country M.Q. Pardaev, B.N. Navruz-zoda[24, 25], A.N. Norchaev, A.A. Eshtaev, N.S. Ibragimov and others have conducted research on the impact of the pandemic on tourism in our country and ways of mitigating them. In our opinion, the scope of research that still needs to be done in this area is wide, which will allow to study international experience in the development of youth tourism, to develop new innovative forms of tourism.

**Research methodology.** In the article it is used the research methodology of taking into account the expected changes in the development of tourism in a post-pandemic conditions and the use of innovative organizational forms in the development of youth tourism, in this regard by studying the opinion of experts methods such as observation, comparison, empirical research, systematic and comparative analysis, and expert evaluation were used. Additionally, general strategy for the development of tourism in the country, the decrees of President Sh.M. Mirziyoyev on preventing the spread of coronavirus pandemic, economic growth and tourism development in pandemic conditions, support entrepreneurs, social protection of population have been used in the article. Moreover, conclusions were made on innovative forms of youth tourism development in post-pandemic conditions and recommendations for its improvement have been developed.

**Analysis of results.** The pandemic has caused serious problems for the youth tourism industry not only because of general restrictions on travel, but also because of the peculiarities of youth travel. Young travelers primarily like feeling the culture of the country they are visiting, socializing with locals and other travelers, this factor that has made hostels popular in recent years. Because for young tourists, hostels are convenient in every way. They will have the opportunity to stay for little money there as well as make new friends and share experiences with them. However, the pursuit of this social connection has now become a major challenge for the tourism industry. The main reason for this is the spread of coronavirus infection [16]. The need to maintain social distance in hotels and attractions has reduced opportunities and revenue for tourism businesses which continued operating.

The shift towards online education and experiences has kept some programs afloat. But there is a limit to how much the experience of youth travel can be shifted online. The most important aspect of educational travel, for example, is the cultural experience of being in another country. Similarly, language programs, placements and volunteer programs have been able to shift some activities online, but this is often a poor substitute for live programs. New markets have emerged, such as domestic travellers and digital nomads, but these have also done little to compensate for closed borders and social distancing measures.

According to research of International Labor Organization [10], more than 70 percent of young people who are studying or working alongside their studies have suffered from the closure of schools, universities and vocational training centers. 65 percent of them reported that they were forced to switch from full-time education to online or distance learning because of the closure of educational institutions due to the pandemic, and as a result received less education. All of them are striving to continue their education and vocational training, but half of them believe that there is little opportunity for effective education in such conditions, and nine percent are not sure that they will be able to complete their education.

In addition to the rapid challenges posed by travel bans, research by the WYSE Travel Confederation (2018) has shown growing concern about epidemics, with the share of youth travel plans affected by similar health problems rising from 6 % in 2007 to 12 % in 2017 increased [22]. These concerns are likely to grow further in future. Therefore, for some time there will be less demand for foreign destinations among young tourists, while domestic tourism may become more popular. As well as, coronavirus infection has increased awareness of the importance of health promotion and in this regard, the demand for ecotourism among young people will increase. First of all, tourist routes associated with beautiful nature and fresh air, for example, travel to the landscape zones of the mountains are one of the important factors for health. At the same time, it is not surprising that various types of nature tourism are becoming a trend, such as skiing, swimming, camel riding, which are extreme among young people.

After the pandemic, world tourism is expected to recover in a completely different form. The advent of unexpected forms of competition in tourism requires a change in the previous way of working. For permanent sustainable development, it is necessary to learn working in pandemic conditions. In this regard, in accordance with the requirements of the State Committee of Health of the People's Republic of China introduced a procedure for mandatory booking in many parks and tourist areas of the country, according to this, tourists will have to pre-book tickets on websites or via mobile phones [13]. In order to prevent the spread of coronavirus, this regime plays an important role in preventing mass gatherings of people. According to the administrators of many tourist zones, this mandatory rule has allowed to develop preventive measures to prepare for the reception, management and safety of tourists in accordance with the number of orders received. As well as it helped to conduct rapid monitoring of flow of tourists in tourist areas and take timely measures of regulation of the tourist numbers.

Director of the China Tourism Institute Dai Bin believes that custom-made excursions are a useful practice for optimizing the management of parks, museums and tourist areas, and argues that such a rule could be further strengthened and applied in many fields on a regular basis [13].

Among young people, the fear and suspicion of the coronavirus is still stronger than the tourist passion. To meet the needs of these potential tourism fans, the idea of "cloud tourism" has been set up. The idea is about to "transfer" beautiful views of the sea, soft beaches, white foam of waves and swaying birds flying under the blue sky to the screen of mobile phones. The young and beautiful tour guide will show the

audience unique excursion resources and leisure activities in the tourist area through an online performing. At the same time, it actively promotes branded souvenirs and locally produced seafood. For example, when this experiment was applied in one of the seaside tourist areas of China's Zhejiang province, the number of viewers exceeded 50,000 on the first day of online broadcasting [13].

As the fight against coronavirus infection continues, popular parks, tourist areas and museums have gradually launched online travel services. At the same time, more and more virtual tourism products, video chats on cultural and tourism topics have appeared on the Internet, in which many young people participate with interest, and many of them send donations to presenters and broadcasters as a token of gratitude.

A field survey conducted by Road Travel in partnership with "Gas-Oil" ("Газпром Нефт") Closed Joint-Stock Company found that 75 % of those surveyed said that traveling in private cars in the near future would be suitable for post-pandemic conditions [6]. Co-founder and content director of Road Travel company Kirill Khomko says domestic tourism is actively developing around the world as borders are closed due to the pandemic, flights are not safe by hygiene standards, so travelers have begun to explore alternatives to regular destinations, and discover new ones nearby. The direction of individualism increases the interest in private cars. In post-pandemic period, they are becoming popular not only for the reason many borders are closed, but also because of maximum security. This allows going anywhere and avoid walking in a crowded city.

Taking into account these tourism efforts of the younger generation in a pandemic environment, a need for scientific substantiation of innovative forms of youth tourism comes out. Learning of the works of foreign and domestic scientists and researchers on the organizational forms of development of youth tourism allowed to divide their ideas into six groups. They are the followings (Table 1):

### **1. Travel agency and tour operator form of youth tourism organization.**

Travel agencies are, on the one hand, tour operators and service providers, and, on the other hand, retail businesses that act as intermediaries between tourism clients. Travel agencies organize tours offered by tour operators or establish direct contacts with transport organizations, hotel corporations, tour bureaus to provide certain types of services to individual tourists or groups of individuals, tours are sold at prices set by tour operators and indicated in brochures. Travel agencies charge a certain commission from tour operators to implement inclusive tours. The implementation of certain types of services is carried out at prices set by their manufacturers, and for the provision of other types of services, travel agencies may set a certain charge on the retail prices of the manufacturer. Most travel agencies operate in cooperation with large tourist wholesalers, airlines, hotel corporations and trading firms.

Tour operator companies are mainly wholesale companies that act as intermediaries between tourism industry enterprises and travel agencies. They sell tour packages on their own behalf through travel agencies or directly to customers. During the organization of tours, tour operators cooperate with accommodation, catering, transport, cultural and educational institutions and excursion bureaus. Tour operators often rent hotels and other residential buildings, planes, buses on long-term contracts, ensure their maximum load and receive significant discounts. Depending

on the type of transport used by tour operators, they divided into companies specializing in the organization of trips using specially equipped aircraft, bus tours; railway excursions; sea cruises and trips to any country or special excursions.

The travel agency and tour operator form of youth tourism has the following advantages and disadvantages [17]:

Advantages:

➤ **Convenience.** No need to worry about buying tickets and booking hotels. It is enough to tell the tour operator where you want to go and what kind of trip you like, he will arrange everything himself.

➤ **Price.** Sometimes travel agencies have special agreements with hotels and the price becomes cheaper. The same thing can be said about avia and train tickets. Due to the low number of flights during off-season or mid-week days, various discounts may be available.

➤ **Comfort in the country of destination.** One of the great things a travel agent can provide is advocacy. They will always be with you. When the airline cancels a flight or the hotel does not find a reservation document, a representative of the travel agency will resolve any issues and help you. Moreover, travel agents will help in case of natural disasters.

➤ **They want you to be happy.** An airline or hotels will not care about you will be back or not. Because they know that there will be another traveler in the queue to take your place. Therefore, travel agents take every opportunity to make sure that you are satisfied with your experience.

➤ **They make easier when you go to a new destination.** Having a tour operator can make the job easier if you're traveling somewhere completely new and unfamiliar. They can recommend the best places to go, stay, eat, and play, and often they get to know these places in advance. So you don't rely on Internet research or potentially outdated guidebooks. They can also warn you about local customs and any things that may or may not be done.

Disadvantages [15]:

➤ Some young people fully enjoy the planning part of the travel experience. They know everything from reading travel blogs, searching for inspirational destination photos, and browsing guides to the exciting part of the process. Such young travelers never dream of leaving this job to someone else.

➤ Unfortunately, not all agencies are reliable, some of them can take the client's money and get lost on their own.

➤ Some people don't like to be limited - by excursions, by return tickets or by the necessity of staying in the hotel they've chosen.

➤ It's not always cheap – often the excursions, offered by the agency representatives are more expensive than in other places in the city. Because they set a certain charge on the retail prices of the services.

➤ Traveling abroad alone is a risk. In the event of a natural disaster or any other event, it will be possible to use the help of travel agents.

**2. A corporate form of youth tourism organization.**

Tourist corporations are large enterprises that bring together a wide range of firms that provide a variety of tourism services through participation. They mainly

monopolize the market and become intersectional industrial and economic complexes, including various network enterprises, transport banking, insurance and other companies serving the tourism business, and carry out tours through a wide network of tour operators and travel agencies of different countries. Equipped with the most modern automated control and communication systems allow quickly learn and meet the needs and interests of tourists.

One of the first world's leading companies which started their own business in the field of tourism "Kuoni Group", "Thomas Cook", "Club Med" have actively opened their subsidiaries in Asia and Europe, making the first acquisitions of tourism companies (1960-1970s). "Kuoni Group" company has its branches in Japan, Austria, Germany, Spain and Greece [3].

The corporate form of a tourist organization differs from others with its global scale. One of its advantages is that travel companies have branches in several countries, not just one. Young people are inspired to travel as much as possible, they are interested in visiting places for a long time which not visited by traditional tourists. That's why this form of tourism organization is convenient for young people, who will be able to continue their travels with their local tour operator or travel agency wherever they are located.

### **3. Hotel complex form of youth tourism organization.**

The hotel complex offers not only accommodation services but also many other services to tourists, namely dining in the hotel restaurant, conference halls, buying tickets for transportation, calling a taxi, excursion services, entertainment, selling souvenirs and etc. The largest hotel complexes are integrated through automated management systems and the distribution of the hotel fund called 'chains', which allows quickly and accurately account for each transaction and make hotel room reservations with a minimum of time. In addition, there is a service for timely processing of all billing documents and making payments.

An important feature of the current stage of development of international tourism and changes in its organizational forms is the entry of transport, trade, banking, industrial and insurance companies in the tourism business. Transport companies offer both individual types of services and independently developed types based on the hotel base. These firms organize services on the usual terms of the tour operator on the basis of business relations with hotels and other enterprises.

The organization of youth tourism in the form of a hotel complex has its own advantages, which include:

- ❖ This type of recreation is very useful for young people during post pandemic period. So, they will be able to stay in their home countries and have a safe holiday.

- ❖ Long flights, waiting at airports, check-in issues can be exhausting for travelers, you can go straight to hotel and enjoy all services, starting from accommodation to entertainment, massage services, movies, theater, museums, animation programs and etc.

- ❖ When a hotel complex is organized as a little town, every young tourist feels like he has fallen into a certain resort zone.

- ❖ Young people don't always spend a lot of money on their travels. In this regard, the hotel form of tourism is very convenient for them.

❖ Tickets, transfers, and similar travel expenses can be reduced, and it would be possible to enjoy a pleasant vacation at the expense of these costs.

❖ Being in one hotel there will be an opportunity of tasting different meals of various cuisines. It will be organized activity of restaurants and bars offering several countries' cuisines.

As an example for hotel complex form we can bring two-day vacation programs which offered by Hilton hotel chain in Tashkent and the Sahid Zarafshan hotel chain in Bukhara. When coronavirus pandemic was in its peak, all borders were closed, it was not possible to go out of the city. People were so bored of that situation, and they wanted to relax. In these conditions these hotels gave the opportunity of having a vacation without leaving your hometown. Hotel offered possibility of using all services provided by them by simply paying for the room. These services include dining in a high-rise restaurant that offers a panoramic view of the city, a gym, swimming pool, sauna, massage service, cinema, museum and etc.

Despite all the conveniences and advantages, the form of hotel complexes for the organization of youth tourism has several disadvantages also:

❖ Some young travelers want to explore a different culture along with the holiday, get closer to the locals, this form of tourism may not be such an opportunity.

❖ For young tourists who love long distances, flights, this form of tourism may seem boring.

❖ Young tourists usually prefer living in cheaper overnight places like hostels.

#### **4. Global integration** form of youth tourism organization.

The essence of global integration is to combine human, financial and scientific and technical resources to achieve certain goals by different firms in the most effective way – through cooperation. They share achievements of each involved side and share the costs and risks associated with implementing common programs.

Global integration is applied in all sectors of tourism and hospitality industry. A striking example of the effectiveness of such associations is the global computer systems for booking tourism products. Therefore, the external communication systems of airlines are connected to a complex of computer networks of hotels, travel agencies, car rental companies. They allow you to book tour packages or their individual elements - from air tickets to hotel rooms, theater tickets and insurance policies.

We can surely say that, this kind of tourism organization is suitable for young travelers. In today's world of the internet and social media, it is becoming a tradition to plan your trip online from sitting in your place. One of the largest and most popular computer booking systems in the world is “Galileo International” booking system. This system is known around the world for its strong database, convenience and extensive booking options. It has been operating in international market since 1987. Galileo International serves more than 80 countries in Europe, the Middle East and Africa. The reservation system is used in more than 68,000 points for booking and selling air tickets, hotel rooms, cruise types, car rental. The Galileo system includes over 500 airlines, 431 tour operators, more than 650,000 hotels, 28 car rental companies and 9 cruise groups.

#### **5. Local integration or cluster** form of youth tourism organization.

Clustering in tourism is a process of gathering in a territorially close area with the purpose of increasing efficiency and competitiveness of interconnected service entities in the field of tourism. The formation of tourist clusters means the process of creating tourist clusters as a *strategic commercial unit*, which is characterized by a flexible tourist supply system with infrastructure, which can meet the traveling needs of tourists according to their intended travel destinations. The main purpose of tourist clustering is to create a management system of compatible unity of tourist demand and supply marketing method and increase the competitive advantage of attractive tourist clusters. As can be seen from Table 1, tourism clusters organized on the basis of local integration will play an important role as an innovative form of youth tourism development in the post-pandemic conditions. Because, in cluster approach the value of tour packages decreases due to the creation of a value chain in the organization of youth tourism and more opportunities will be created for young travelers. Another important aspect of tourism clusters is that they operate locally, i.e. within the country. This form of tourism works to ensure the safe travel of young people in post-pandemic conditions.

Table 1

**Comparative analysis of various organizational forms of youth tourism development**

№	Organizational forms of youth tourism development	Advantages	Disadvantages
1.	Travel agency form	Discounts, reasonable prices	Not always cheap
2.	Tour operator form	Organized travel	Desire of organizing trip itself
3.	Corporate form	Activities of international travel agencies	Potential for development of domestic tourism is low
4.	Hotel complex form	All services are united in one place	Young travelers usually prefer cheaper places like hostels
5.	Global integration form	Booking online is easy	The cost of services is expensive
6.	Local integration (cluster) form	Wide opportunity for travel	Requires qualified personnel

Source: author

**Conclusion.** The coronavirus pandemic has negatively affected the economic growth of the Republic of Uzbekistan, development of services, which are the sectors of direct trade of economy with population, led to a decrease in income and living standards. In this regard, the Central Bank of Republic of Uzbekistan has developed three scenarios for overcoming the pandemic crisis. According to this scenario, domestic economic activity and aggregate demand are expected to approach pre-crisis levels by mid-2021 and the economy will reach its potential by 2022. At the same time, one of the scenarios envisages the restoration of growth in transport, services and tourism [14].

The post-pandemic world is opening up new opportunities for tourism development in Uzbekistan. New tendencies are emerging and it is very important for

the country to catch them now, says Mikhail Shamshidov [11], an international coach and tourism consultant and co-author of the Samarkand Tourism Forum.

Youth tourism can become one of these perspective destinations. At the international convention "Russia-Uzbekistan: from mutually beneficial partnership to an alliance strategy" in Chelyabinsk, Russian and Uzbek experts spoke about concrete steps in its development and existing problems. During the discussions, the experts stressed that no one knows what tourism will be like in general. "Now is the time for new trends. Every new trend arises from an old one that was once forgotten. During the Soviet Union period, youth and student tourism was well developed. Now, due to such forums, it is possible to restore this mechanism." – says, Shamshidov. This will require tremendous effort on both sides. Uzbekistan is not yet on the world map of youth tourism, this format of tourism is primarily related to the availability of entertainment services and the sea. But in our country historical tourism is more developed. At present, in order to establish youth tourism in the country, such measures as innovative forms of tourism development, creation of tourist clusters, establishment of entertainment infrastructure, construction of new tourist facilities are being implemented.

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