

Djumanov Eshmamat Turdievich.
Assoc. - Department of " General
Economic Sciences" Tashkent
University of Applied Sciences (UTAS)

 [orcid](https://orcid.org/0009-0001-3544-4707) 0009-0001-3544-4707

DEVELOPMENT OF THE TOURISM SECTOR AS THE MAIN DRIVING FORCE OF THE MODERN ECONOMY

Annotation: *In the contemporary global economy, tourism has emerged as a cornerstone of economic growth, significantly influencing national and regional prosperity through its contributions to GDP, job creation, and cultural exchange. In 2024, the tourism sector accounted for approximately 10% of global GDP, equivalent to \$10.9 trillion, and supported over 357 million jobs worldwide, representing roughly one in ten jobs globally. This article provides a comprehensive analysis of tourism's role as a key economic driver, exploring its direct and indirect economic impacts, strategic approaches for its development, and successful case studies from leading nations such as the United States, Spain, China, Japan, and France. It also examines emerging trends, including sustainable tourism, digital innovations like AI and virtual reality, and the rise of wellness and adventure travel, which are reshaping the industry. Despite its transformative potential, the sector faces significant challenges, such as climate change, overtourism, geopolitical tensions, economic uncertainties, and cybersecurity risks, which threaten its sustainability and inclusivity. Drawing on recent data and global examples, this article highlights effective strategies—such as infrastructure investment, community engagement, digital marketing, and sustainable practices—that can enhance tourism's economic contributions. By addressing these challenges through collaborative policies and innovative solutions, nations can leverage tourism to foster equitable economic development, promote cultural understanding, and build resilient economies in an increasingly interconnected world. The article underscores the importance of balancing growth with sustainability to ensure tourism remains a vital force for global economic and social progress.*

Key words: *tourism, economic development, GDP contribution, employment generation, sustainable tourism, digital innovation, infrastructure, overtourism, climate change, global economy, case studies, strategies.*

Джуманов Эшмамат Турдиевич
Доцент- кафедры " Общие
экономические науки",
Ташкентский Университет
прикладных наук (UTAS)

РАЗВИТИЕ ТУРИСТИЧЕСКОГО СЕКТОРА КАК ОСНОВНОЙ ДВИЖУЩЕЙ СИЛЫ СОВРЕМЕННОЙ ЭКОНОМИКИ

Аннотация: В современной мировой экономике туризм стал краеугольным камнем экономического роста, существенно влияя на национальное и региональное благосостояние благодаря своему вкладу в ВВП, созданию рабочих мест и культурному обмену. В 2024 году на долю туристического сектора приходилось около 10% мирового ВВП, что эквивалентно 10,9 трлн долларов США, и он обеспечивал более 357 миллионов рабочих мест по всему миру, что составляет примерно каждое десятое рабочее место в мире. В данной статье представлен всесторонний анализ роли туризма как ключевого фактора экономики, рассматриваются его прямое и косвенное экономическое влияние, стратегические подходы к его развитию и успешные примеры из ведущих стран, таких как США, Испания, Китай, Япония и Франция. В статье также рассматриваются новые тенденции, включая устойчивый туризм, цифровые инновации, такие как искусственный интеллект и виртуальная реальность, а также рост популярности оздоровительного и приключенческого туризма, которые меняют облик отрасли. Несмотря на свой преобразующий потенциал, сектор сталкивается с серьезными проблемами, такими как изменение климата, чрезмерный туризм, геополитическая напряженность, экономическая неопределенность и риски кибербезопасности, которые угрожают его устойчивости и инклюзивности. Опираясь на последние данные и примеры из мирового опыта, в данной статье рассматриваются эффективные стратегии, такие как инвестиции в инфраструктуру, взаимодействие с местными сообществами, цифровой маркетинг и устойчивые практики, которые могут повысить вклад туризма в экономику. Решая эти проблемы посредством совместной политики и инновационных решений, страны могут использовать туризм для содействия справедливому экономическому развитию, содействия культурному взаимопониманию и построения устойчивой экономики во всё более взаимосвязанном мире. В статье подчёркивается важность баланса между ростом и устойчивым развитием, чтобы туризм оставался важнейшей движущей силой глобального экономического и социального прогресса.

Ключевые слова: туризм, экономическое развитие, вклад в ВВП, создание рабочих мест, устойчивый туризм, цифровые инновации, инфраструктура, чрезмерный туризм, изменение климата, мировая экономика, тематические исследования, стратегии.

ZAMONAVIY IQTISODIYOTNING ASOSIY KUCHI SIFATIDA - TURIZM SOXASINI RIVOJLANTIRISH

Annotatsiya: Zamonaviy jahon iqtisodiyotida turizm iqtisodiy o'sishning asosi sifatida paydo bo'lib, YaIM, ish o'rinlari yaratish va madaniy almashinuvga qo'shgan hissasi orqali milliy va mintaqaviy farovonlikka sezilarli ta'sir ko'rsatadi. 2024 yilda turizm sektori global YaIMning qariyb 10 foizini tashkil etdi, bu 10,9 trillion dollarga teng va butun dunyo bo'ylab 357 milliondan ortiq ish o'rinlarini qo'llab-quvvatladi, bu butun dunyo bo'ylab har o'ninchi ish o'rinlarini tashkil etadi. Ushbu maqolada turizmning asosiy iqtisodiy omil sifatidagi roli keng qamrovli tahlil qilingan, uning bevosita va bilvosita iqtisodiy ta'siri o'rganilgan, uni rivojlantirishning strategik yondashuvlari hamda AQSh, Ispaniya, Xitoy, Yaponiya va Fransiya kabi yetakchi davlatlardan olingan muvaffaqiyatli misollar keltirilgan. Shuningdek, u barqaror turizm, sun'iy intellekt va virtual reallik kabi raqamli innovatsiyalar hamda sanoatni qayta shakllantirayotgan salomatlik va sarguzashtli sayohatlarning ko'tarilishi kabi rivojlanayotgan tendentsiyalarni o'rganadi. O'zining transformatsion salohiyatiga qaramay, sektor iqlim o'zgarishi, overturizm, geosiyosiy keskinliklar, iqtisodiy noaniqliklar va kiberxavfsizlik xatarlari kabi muhim muammolarga duch kelmoqda, bu esa uning barqarorligi va inklyuzivligiga tahdid solmoqda. So'nggi ma'lumotlar va global misollarga tayangan holda, ushbu maqola turizmning iqtisodiy hissasini oshirishi mumkin bo'lgan infratuzilmaga investitsiyalar, jamoatchilik ishtiroki, raqamli marketing va barqaror amaliyotlar kabi samarali strategiyalarni ta'kidlaydi. Bu muammolarni hamkorlikdagi siyosat va innovatsion yechimlar orqali yechish orqali davlatlar adolatli iqtisodiy rivojlanishni ta'minlash, madaniy tushunishni rivojlantirish va o'zaro bog'liq bo'lib borayotgan dunyoda barqaror iqtisodiyotlarni qurish uchun turizmdan foydalanishlari mumkin. Maqolada turizm global iqtisodiy va ijtimoiy taraqqiyot uchun muhim kuch bo'lib qolishi uchun o'sish va barqarorlikni muvozanatlash muhimligi ta'kidlanadi.

Kalit so'zlar: turizm, iqtisodiy rivojlanish, YaIM hissasi, bandlikni oshirish, barqaror turizm, raqamli innovatsiyalar, infratuzilma, overturizm, iqlim o'zgarishi, global iqtisodiyot, amaliy tadqiqotlar, strategiyalar.

In an era defined by globalization and interconnectedness, the tourism sector has solidified its position as a dynamic engine of economic growth, cultural exchange, and social transformation. Far more than a leisure activity, tourism serves as a vital pillar of the modern economy, driving substantial revenue,

creating millions of jobs, and stimulating growth across related industries such as hospitality, transportation, retail, and entertainment. In 2024, tourism contributed an estimated \$10.9 trillion to global GDP, accounting for 10% of the world's economic output, while supporting over 357 million jobs worldwide—approximately one in every ten jobs. This remarkable economic footprint underscores tourism's role as a catalyst for prosperity, particularly in nations where it constitutes a significant share of national income, such as Spain, Thailand, and small island states like the Maldives.

Beyond its economic contributions, tourism fosters cross-cultural understanding, promotes environmental conservation through sustainable practices, and empowers local communities by providing opportunities for entrepreneurship and employment. The sector's resilience and adaptability have been evident in its recovery from global disruptions, such as the COVID-19 pandemic, with international tourist arrivals rebounding to nearly 690 million in the first half of 2025, a 5% increase from the previous year. However, tourism's growth is not without challenges. Issues such as climate change, overtourism, geopolitical instability, and the digital divide pose significant risks to its sustainability and inclusivity.

This article provides an in-depth exploration of the tourism sector's role as a central force in the modern economy. It examines the sector's economic impacts, both direct and indirect, and outlines strategic approaches for its development, including investments in infrastructure, digital innovation, and sustainable practices. Through case studies of leading tourism-driven economies like the United States, Spain, and Japan, it highlights successful models for maximizing economic benefits. Additionally, the article analyzes emerging trends—such as sustainable and wellness tourism—and addresses critical challenges that must be overcome to ensure long-term growth. By leveraging data-driven insights and global examples, this study aims to provide a roadmap for policymakers, industry stakeholders, and communities to harness tourism's potential, fostering a more equitable, resilient, and interconnected global economy while balancing economic gains with environmental and social responsibilities.

Economic Impact of Tourism

Tourism’s economic footprint is profound, encompassing direct contributions from visitor spending, indirect effects on supply chains, and induced impacts from employee expenditures. In 2024, the sector’s total contribution to global GDP reached \$10.9 trillion, accounting for 10% of the global economy. This includes \$1.87 trillion in international visitor spending and \$5.3 trillion in domestic tourism. Employment-wise, tourism supported 357 million jobs worldwide, equivalent to about 10% of global employment. Projections indicate that by 2034, tourism could contribute \$16 trillion to global GDP, representing over 11% of the economy.

Regionally, Europe and North America lead in tourism revenue, but emerging markets in Asia-Pacific and Africa are experiencing rapid growth. For instance, international tourist arrivals grew by 5% in the first half of 2025 compared to 2024, reaching nearly 690 million.

Metric	Value	Source/Reference
Total GDP Contribution	\$10.9 trillion	WTTC EIR
Share of Global GDP	10%	WTTC EIR
International Spending	\$1.87 trillion	WTTC EIR
Domestic Tourism	\$5.3 trillion	WTTC EIR
Jobs Supported	357 million	World Bank

Table 1: Global Tourism Economic Impact (2024)

Diagram Data Description: Tourism’s Contribution to Global GDP (2024-2034 Projections)

The data illustrates the growth in tourism’s GDP contribution:

2024: \$10.9 trillion (10% of global GDP).

Projected 2034: \$16 trillion (11% of global GDP).
The values show an increase from \$10.9T to \$16T, highlighting tourism’s expanding role in the economy over the next decade.

Strategies for Developing the Tourism Sector

Developing the tourism sector requires a multifaceted approach that integrates economic, social, and environmental considerations. Key strategies include investing in infrastructure, such as airports, roads, and digital connectivity, to enhance accessibility. Collaborative efforts among stakeholders—governments, local communities, and private sectors—are essential for creating tailored tourism products and marketing campaigns. Sustainability is paramount, with initiatives focusing on eco-friendly practices, cultural preservation, and community empowerment to ensure long-term benefits.

Digital innovation plays a crucial role, leveraging technologies like AI for personalized experiences and social media for promotion. Policy support, including incentives for entrepreneurs and training programs for workforce development, further bolsters the sector. For developing countries, tourism can create inclusive jobs and finance conservation efforts, as emphasized by the World Bank.

Strategy	Description	Benefits
Infrastructure Investment	Building transport and digital networks	Improved accessibility and visitor satisfaction
Community Engagement	Involving locals in planning and benefits	Sustainable growth and cultural authenticity
Digital Marketing	Using AI and social media for promotion	Wider reach and personalized experiences
Sustainability Initiatives	Eco-friendly practices and conservation	Long-term viability and environmental protection

Policy and Incentives	Government support for entrepreneurs	Job creation and economic diversification
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Table 2: Key Strategies for Tourism Development

Diagram Data Description: Benefits of Tourism Strategies

The data represents the qualitative impact of strategies (scored on a scale of 1-10 for illustration):

- **Infrastructure:** 9 (high impact on accessibility).
- **Community Engagement:** 8 (promotes inclusivity).
- **Digital Marketing:** 7 (increases visibility).
- **Sustainability:** 9 (ensures longevity).
- **Policy Support:** 8 (drives investment).

Values range from 7 to 9, with infrastructure and sustainability showing the highest impacts.

Case Studies: Countries Where Tourism Drives the Economy

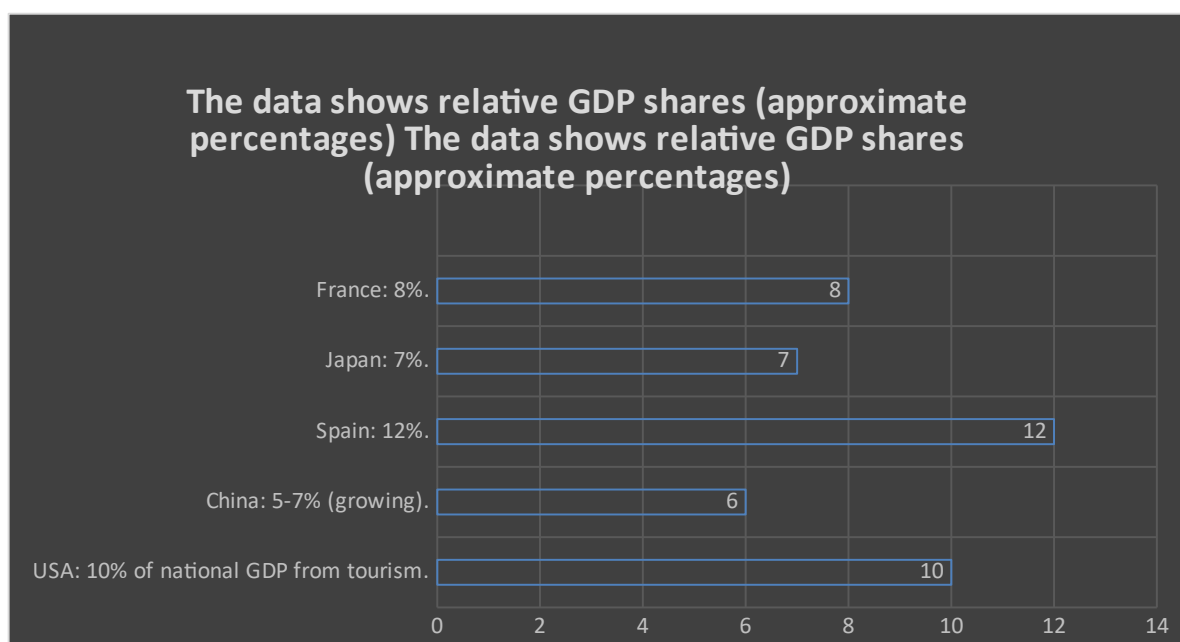
Several countries exemplify tourism’s role as an economic driver. The United States tops the list with the largest tourism economy, followed by China, which is projected to lead by 2030. Spain and Japan rank high due to their cultural heritage and efficient infrastructure. In Europe, France and Italy benefit from historical sites, while Mexico and Thailand in emerging markets rely on beaches and cuisine.

For instance, in Spain, tourism contributes significantly to GDP through events and coastal attractions. In small island nations like the Maldives, tourism accounts for over 30% of GDP. These examples highlight how tailored strategies can amplify economic benefits.

Country	GDP Contribution	Key Drivers
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United States	Leading globally	Diverse attractions, infrastructure
China	Rapid growth	Cultural sites, urban tourism
Spain	High revenue	Beaches, history
Japan	Strong recovery	Technology, tradition
France	Cultural hub	Landmarks, cuisine

Table 3: Top Countries by Tourism Economy (2024)



Values range from 5% to 12%, with Spain showing the highest share among listed countries.

Emerging Trends in Tourism

The tourism sector is evolving with trends like sustainable and experiential travel, where tourists seek authentic, eco-conscious experiences. Digital tools, including metaverse applications and AI-driven personalization, are enhancing engagement. Post-pandemic, there's a focus on health and safety, with contactless services gaining traction. Adventure and wellness tourism are rising, particularly in Asia and Africa.

By 2025, innovations in digital marketing and infrastructure are expected to drive further growth, with an emphasis on resilient recovery amid economic uncertainties.

Trend	Description	Impact
Sustainable Tourism	Eco-friendly practices	Environmental conservation
Digital Innovation	AI, VR for experiences	Enhanced personalization
Wellness Tourism	Health-focused travel	Increased visitor spending
Adventure Travel	Outdoor and experiential activities	Diversification of offerings

Table 4: Emerging Trends in Tourism

Diagram Data Description: Growth in Tourism Trends (2024-2025)

The data illustrates projected growth rates:

- **Sustainable Tourism:** 15% annual growth.
- **Digital Innovation:** 20%.
- **Wellness Tourism:** 12%.
- **Adventure Travel:** 18%.

Values range from 12% to 20%, with digital innovation showing the highest growth.

Challenges in Tourism Development

Despite its potential, tourism faces significant hurdles. Climate change poses risks through extreme weather, impacting destinations like coastal areas. Overtourism strains resources in popular sites, leading to environmental degradation. Geopolitical tensions and economic uncertainties, including elections and inflation, affect travel patterns. Cybersecurity threats and the need for skilled labor in digital applications are additional concerns.

The digital divide and inadequate infrastructure in developing regions hinder equitable growth. Addressing these requires adaptive policies and international cooperation.

Challenge	Description	Examples
Climate Change	Extreme weather events	Floods, wildfires
Overtourism	Overcrowding in destinations	Venice, Barcelona
Geopolitical Tensions	Conflicts affecting travel	Regional instabilities
Economic Uncertainty	Inflation, recessions	Post-pandemic recovery
Cybersecurity	Data breaches in booking systems	Hospitality sector vulnerabilities

Table 5: Major Challenges in Tourism

Diagram Data Description: Impact Severity of Tourism Challenges

The data represents severity levels (scored 1-10):

- **Climate Change:** 9.
- **Overtourism:** 8.
- **Geopolitical Tensions:** 7.
- **Economic Uncertainty:** 8.
- **Cybersecurity:** 6.

Values range from 6 to 9, with climate change as the most severe.

Conclusion

The tourism sector stands as a cornerstone of the modern global economy, serving as a powerful engine for economic growth, job creation, and cultural exchange. In 2024, its contribution of \$10.9 trillion to global GDP and support for 357 million jobs underscored its critical role in fostering prosperity across nations. From the vibrant cultural hubs of Spain and France to the rapidly growing markets of China and Thailand, tourism’s economic impact is both broad and profound, stimulating industries such as hospitality, transportation, and retail while

promoting cross-cultural understanding. Strategic approaches—such as robust infrastructure investments, community-driven initiatives, digital innovations, and sustainable practices—have proven instrumental in unlocking the sector's potential, as evidenced by successful case studies from leading nations like the United States and Japan. Emerging trends, including sustainable tourism, wellness travel, and digital advancements like AI and virtual reality, offer new avenues for growth and diversification, ensuring the sector remains dynamic and responsive to evolving consumer demands.

However, the path to sustained growth is fraught with challenges. Climate change threatens destinations with extreme weather events, while overtourism strains resources and degrades cultural and environmental assets. Geopolitical tensions, economic uncertainties, and cybersecurity risks further complicate the landscape, particularly in regions with limited infrastructure or digital access. Addressing these challenges requires a concerted effort from governments, private sectors, and local communities to implement adaptive policies, invest in resilient infrastructure, and prioritize sustainability. By fostering international cooperation and embracing innovative solutions, stakeholders can mitigate these risks and ensure that tourism remains a sustainable and inclusive force for economic development. Ultimately, the tourism sector's ability to balance economic gains with environmental stewardship and social equity will determine its longevity as a driving force in the modern economy. By harnessing its transformative potential responsibly, nations can build a more prosperous, equitable, and interconnected global society, ensuring that the benefits of tourism extend to all corners of the world for generations to come.

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