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The Attitude of the Population To Tourism, The Impact Of Domestic Tourism On Women's Employment

Ashurov Bahtiyor Iskandarovich

Samarkand Institute of Economics and Service

ashrovbakhtiyor89@gmail.com

Annotation. This study examines whether the socio-demographics of the local population and public relations can influence their impact on tourism (economic, environmental and socio-cultural impacts), as well as their satisfaction with local tourism management. Checks the impact and prospects of tourism in the employment of the population in need of social protection, mainly women. At the same time, key issues leading to gender inequality will be discussed. According to a survey of local residents, attitudes towards tourism and the requirements of domestic tour packages were assessed.

Keywords: employment of women, implementation of domestic tourism, stereotypes, tourist demand, perceptions of the population, socio-demographic characteristics

Introduction

For the promising development of tourism [1], local support [2] and the satisfaction of the host communities, it is important to understand the perceptions of the population about the impact of tourism [3]. Tourism development improves the economy, creates more natural and cultural attractions, and helps to protect these attractions [4]. In addition, tourism will lead to the growth of restaurants and accommodation services and will create more concerts, travel promotion programs and outdoor recreation opportunities.

Several studies have shown that the population's perception of tourism explores the importance of socio-demographic characteristics, particularly gender and habitat, in socio-cultural, economic and environmental influences. This article helps to study the satisfaction of tourism with local management and to determine the impact of the impact of tourism on their satisfaction.

According to the reports of the World Bank, 61% of the world population accounts for the informal employment, 52% are paid for their labor, and 26% consist of the poor or very poor part of the humanity (ILO, 2019, pp.5-6). These figures indicate that human kind is poorly employed and warn us about the severe inequality[26].

The pandemics of coronavirus added more trouble to the struggling economies with high unemployment rates. Uzbekistan also took remedial measures to prevent the negative impact of the pandemics on the economy. For this reason, the President of Uzbekistan Sh.Mirziyoyev, signed the resolution PR-5969 "About the primary measures mitigating the negative impact of pandemics of coronavirus and the global crisis" on 19th March 2020. According to this resolution,10 trillion Uzbek soumswere allocated to save jobs in various spheres of economy, in particular, tourism (The compilation of legislative documents of the Republic of Uzbekistan, 2020).

Recent research of the International Labor Office shows that the global crisis resulting from the Covid-19 will cause 305 million full-time job loss(ilo.org, 2020).In March 2020, about 22 million people applied for unemployment compensation in the USA. Prior to the

pandemics, the people receiving unemployment compensation accounted for less than 2 million(kun.uz, 2020).

One of the perspective sectors of the world economy, tourism is considered as a substantial source of income for many countries of the world. The tourism industry produced 10.4% of the world's GDP and provided 319 million jobs in 2018(WTTC, 2019). These figures show that how important tourism is for the world economy. [26]Not only it is important as a global business, but also it is considered as an important source of income for the vulnerable parts of society, such as the women, the invalid, and others.

Women comprise the largest part of the workforce of the tourism sphere. About 54% of the employed in tourism account for women worldwide(UNWTO, 2019). Female unemployment is one of the important issues in Uzbekistan. Even though a relatively great amount of females graduate higher educational institutions, only small fraction get employed in the first five years (Boltaboev M. et al, 2016). The majority get married and are involved in child-care or household work (Boltaboev M. et al, 2016). This passive labor participationmight be attributedto Islamic culture or patriarchal gender systems. The researchers of Muslim societies point out the so-called 'belt of classic patriarchy'. This patriarchal belt stretches from North Africa, across the Middle East to South and East Asia (Caldwell C., 1982).So, Central Asia, namely, Uzbekistan is also part of this belt. The belt is characterized by male domination, early marriage, son preference, restrictive codes of behavior for women, and the association of family honor with female virtue (Library of Congress, 2005). We outline following five common patriarchal stereotypes in Uzbek society.

1.If a daughter does not follow the rules of etiquette, it will damage the honor of the family.
2. A daughter shall not marry without the consent of her parents.
3. Women should traditionally work in "female" professions (school teacher, nurse, seamstress, medical doctor, etc.)
4. Women are expected to earn less than men and spend more time on family matters.
5. The women have less priority of inheritance than their male siblings.

The five patriarchal stereotypes in many ways restrict women from getting high-profile jobs, especially, in 'male' specific industries. In our view, these stereotypes are the root reason for gender inequality. Fortunately, there are "female" specific professions, where women feel free and have better chances for advancement in their career.[19,26] Tourism is also regarded as a "female" sphere, due to the great number of female guides andcatering staff working in tourism infrastructure.

So, in our view, tourism, in particular, internal tourism has a great effect on female employment rate. To verify this assumption, we implemented OLS (ordinary least squares) analysis.

Literature review.

Pritchard A. and Morgan N.J. (2000) have developed the concept of gendered tourism landscapes and have discussed the interrelationship between patriarchy, sexuality, and tourism promotion. Santos L., Varejao J. (2007) have analyzed the gender wage gap in the Portuguese tourism labor market. Kofman E. and Raghuram P. (2010) study the changes in

care landscapes due to women migration in the global South. Cave P. and Kilic S. (2010) examine the extent of gender segregation, in terms of types of work and promotion prospects in the tourism industry. Klarsfeld A. et al (2014) have analyzed the equality and diversity issues in the context of globalization in 14 countries. Aynalem S. et al(2016) explore various literature and reports of international organizations related to employment in tourism and discuss the employment capacity of the tourism sphere. Uzbek economists Boltaboev M. et al (2016) have studied employment issues in tourism. Alrwajfah M. et al (2020) highlight the difficulties that women working in the tourism industry come across in Muslim-developing countries.

Chjan, J ; Inbakaran, RJ; Jackson, MS, explores the concepts of public attitudes toward tourism and host-guest interactions in the region on the urban-rural boundary. (2006). Latkova, P ; Vogt, C. Information is provided on the attitudes of the population towards the development of existing and future tourism in rural communities. (2012).Ribeiro, MA; Pinto, P ; Silva, JA; Woosnam, the attitude of KM residents and the perception of tourist behavior, concepts are explained in the example of developing countries. (2017). Ko, DW; Stewart, WP Concepts are presented through a model of the structural equation of the population's attitude to the development of tourism (2002)

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Methodology.

Sampling and data collection

The impact of population perceptions on tourism can be analyzed using hypotheses based on the following factors.

Community consolidation

Public relations affects the perceptions of the population, as evidenced by many studies (for example, [8,19]), including studies in the most visited regions of Uzbekistan, such as Samarkand, Bukhara and Khorezm. confirms the following conclusions.

H1a.

There is a positive relationship between Level of attachment and perceived positive tourism impacts.

H1b.

There is a positive relationship between Level of attachment and perceived negative tourism impacts.

Distance from tourist area

The role of distance from tourist zones in the perceived tourist effect has been considered in several studies (e.g. [5, 9,19]). More favorable prospects for tourism development have been shown by residents near the tourist center. The following hypotheses were formulated:

H2a.

There is a negative relationship between the distance from tourist zones and perceived positive tourism impacts.

H2b.

There is a positive relationship between the distance from tourist zones and perceived negative tourism impacts

Gender.

In a study conducted in the regions, men are more likely than women to experience more positive effects on tourism development. They also found that women had a more negative view of tourism development than men. Thus, the following hypotheses were identified:

H3a.

Women are less optimistic about positive tourism impacts than men.

H3b.

Women are more concerned about negative tourism impacts than men.

Age.

Young residents are more optimistic about the impact of economic tourism. They see the tourism industry as an opportunity to work, and have found that perceptions of the elderly population are less positive. Thus, the following hypotheses were developed:

H4a.

There is a negative relationship between age and perceived positive tourism impacts.

H4b.

There is a negative relationship between age and perceived negative tourism impacts.

Tourism-related jobs

Numerous studies have examined the importance of work experience in tourism and how this factor can predict the positive and negative effects of tourism development (e.g., [7,19]). On the contrary, others have stated the opposite. From this, the following assumptions can be made:

H5a.

Residents that have a tourism-related job perceive more positive tourism impacts.

H5b. *Residents that have a tourism-related job perceive fewer negative tourism impacts.*

Level of education

Studies show that citizens with higher education are more receptive to the impact of tourism. Conversely, it may be due to the fact that people without higher education do not have the opportunity to benefit economically from tourism. Studies have found that the higher the level of knowledge of the population, the more positive socio-cultural and economic influences they perceive. It also showed that the uneducated population was less aware of the development of tourism and its benefits. Accordingly, the following hypotheses were formed:

H6a.

There is a positive relationship between level of education and perceived positive tourism impacts.

H6b.

There is a positive relationship between level of education and perceived negative tourism impacts.

The data on the attitude of the population to tourism were collected from the population of Samarkand, Bukhara and Khorezm regions, who were at least 18 years old. After reviewing the previously mentioned literature and participating in the Code of Ethics and Practices established by the American Public Opinion Research Association [10], a

questionnaire was developed. Data collection was done via telegram messenger, email address and similar social networks.

Exploratory factor analysis (R-type) with varimax rotated principal component analysis was used to generate general groups of residents' perceptions toward tourism impacts. The assumptions for factor analysis are not violated. The Kaiser–Meyer–Olkin statistic is 0.816, which surpasses the recommended cut-off of 0.06 [11,19], and the correlation between these items is convenient for factor analysis. The data reveal that Bartlett's test of Sphericity is significant (approximately chi-square = 4649.167, df = 300, $p < 0.001$). Items with a coefficient value of less than 0.4 were deleted. To improve the results of the analysis, six items were deleted that either had low loadings or were loaded on several factors. These items were excluded from further analysis. The items' scored factor loadings range from 0.498 to 0.845. The refined (regression) method was used to calculate each factor score. This method maximizes validity and provides true factor scores [12,19]. These scores were used later as dependent variables in the regression analysis to test the effect of several independent variables on residents' perceptions. Accordingly, five clean domains were produced from the data after several runs. Factors' eigenvalues are greater than one and explain 56.464% of the total variance in the data.

We created a five-question questionnaire among the population of Samarkand, Bukhara and Khorezm regions, which was used to assess the attitude of the population to tourism.

Domains	Items	Factor Loading	Mean	SD
PSC			2.92	
α (0.732) e (6.200) VE (24.800)	Tourism provides entertainment opportunities for the local community	0.757	2.76	1.408
	Tourism helps to creates more local associations	0.584	2.83	1.229
	Tourism helps to improve the government provided facilities (Health centres, better schools, post office, sport centres, etc.)	0.656	2.96	1.351
	Tourism helps to preserve local traditions	0.663	2.74	1.363
PEn			3.02	
α (0.730) e (3.220) VE (12.879)	Tourism helps to protect the environment	0.736	3.07	1.243
	Tourism help to creates more natural parks	0.549	2.91	1.290
	Tourism encourages people to protect surrounding environment	0.704	2.99	1.269
	Tourism helps to keep my village\city clean	0.784	3.11	1.278
PE			2.92	

10/19

Domains	Items	Factor Loading	Mean	SD
α (0.819) e (1.834) VE (7.335)	Tourism increases my family incomes	0.544	2.47	1.249
	Tourism creates better public transportation infrastructure	0.674	2.82	1.308
	Tourism helps to build more roads	0.802	2.93	1.267
	Tourism helps to creates business	0.805	3.15	1.325
	Tourism helps to creates more jobs	0.725	3.22	1.379
NSEn			2.93	
α (0.809) e (1.447) VE (5.789)	Tourism increases the uses of alcohol	0.598	3.34	1.413
	Tourism increases the amount of crime	0.756	2.76	1.373
	Tourism reduces my outdoor recreation	0.643	2.61	1.207
	Tourism makes crowding of public spaces and facilities	0.549	2.99	1.216
	Tourism hazards the citizen rights by using the lands and properties to create more hotels and borders from national parks	0.594	3.06	1.283
	Tourism creates more social needs	0.595	2.87	1.175
	Tourism negatively affects the family relationships	0.498	2.78	1.211
	Tourism increases pollution (noise, air, etc.)	0.596	3.12	1.304
	Tourism hazard the natural landscape	0.542	3.21	1.378
NE			3.08	
α (0.829) e (1.415) VE (5.661)	Tourism increases the price of properties	0.845	3.40	1.393
	Tourism increases the cost of living	0.804	3.51	1.343
	Tourism generates seasonal unemployment	0.665	3.53	1.390

Kaiser-Meyer-Olkin Measure of Sampling Adequacy = 0.816; total variance explained data = 56.464%; α: Cronbach's Alpha; e: Eigenvalues; VE: percentage of variance explained.

Shows the factor loadings and Cronbach's Alpha for the extracted domains, namely,

domain 1: Positive socio cultural (PSC); domain 2: Positive environment (PEn); domain 3: Positive economic (PE); domain 4: Negative socio-environment (NSEn); domain 5: Negative economic (NE). The five domains extracted from the factor analysis were then tested for reliability. Cronbach's Alpha coefficient values from this study range from 0.730 to 0.829, indicating that the variables present a high correlation with their factor aggregations and that there is an internal consistency of the items.[19] An examination of the correlation matrix indicates that none of the correlations among the constructs are higher than 0.50.

We thought it would be possible to include five models in the list of dependent variables and use the following independent variables (attachment, gender, place of residence, age, employed, education level). The average score was calculated based on the average scores of the public attachment elements to create a variable score.

Results

The GLM model results indicate that all five domains were significant ($p < 0.01$) explaining the variation of (6.3% of PCS), (10.6% of PEn), (14% of PE), (8.6% of NSEn), and (7.7% of NE). Linear regression was applied to examine whether the perceptions' domains influence the residents' satisfaction.[19] The model was significant (F = 39.524; $p = 0.000$) and explained 30% of the variation. Perceived positive economic impact was the strongest predictor of satisfaction ($\beta = 0.307$) followed by positive environment ($\beta = 0.243$) and positive socio-culture domain ($\beta = 0.196$). Negative perceived impacts were found not to be a significant predictor of the residents' satisfaction. It should be noted that only significant results are shown further on

DV	IV	B	Hypothesis	Supported?
PSC				
[a] R^2 0.064 R^2 adjusted 0.0479 F 4.289	Distance	0.240 ***	H2a	yes
	Education	0.120 **	H6a	yes
	Attachment	0.071 *	H1a	yes
	T-employed	−0.500 **	H5a	no
PEn				
R^2 0.107 R^2 adjusted 0.094 F 7.856	Distance	0.211 ***	H2a	yes
	Attachment	0.340 ***	H1a	yes
	T-employed	−0.587 **	H5a	no
	Age	0.082 *	H4a	yes
PE				
R^2 0.139 R^2 adjusted 0.126 F 10.721	Distance	0.191 ***	H2a	yes
	Age	−0.079 **	H4a	no
	Gender	−0.675 ***	H3a	yes
NSEn				

DV	IV	B	Hypothesis	Supported?
R² 0.091 R² adjusted 0.162 F 6.201	T-employed	0.340 *	H5b	no
	Distance	0.345 ***	H2b	no
	Education	0.152 **	H6b	yes
	Gender	−0.462 **	H3b	no
NE				
R² 0.079 R² adjusted 0.065 F 5.493	Education	0.091 *	H6b	yes
	Attachment	0.171 ***	H1b	yes

Hypothesis 1 predicted that when there is a greater level of attachment, the perceived negative and positive impacts increase.[19] This hypothesis was supported in terms of negative economic impacts ($\beta = 0.171$, $p < 0.01$); positive socio-culture ($\beta = 0.071$, $p < 0.1$); and positive environment ($\beta = 0.340$, $p < 0.01$). Hypothesis 2 hypnotized that the further away residents live from the touristic area, the more they are worried about negative impacts and the less they favor positive impacts. Findings support H2a in terms of PSC ($\beta = 0.240$, $p < 0.01$), PEn ($\beta = 0.211$, $p < 0.01$), and PE ($\beta = 0.191$, $p < 0.01$), and H2b was rejected in terms of NSEn ($\beta = 0.345$, $p < 0.01$). Hypothesis 3 predicted that females perceived more negative impacts and less positive impacts than males do. Results of the PE domain support hypothesis H3a ($\beta = −0.675$, $p < 0.01$) Conversely, the results of NSEn ($\beta = −0.462$, $p = 0.003$) reject hypothesis H3b.

Hypothesis 4a was supported by results of PEn domain ($\beta = 0.082$, $p < 0.1$). It was predicted that the greater the age of a participant, the more negatively they perceived positive tourism impacts. Moreover, in terms of the PE domain, it was rejected ($\beta = −0.079$, $p < 0.05$). There were no significant findings in the negative domains. It was hypothesized that having a job related to tourism positively influences perceived tourism impacts. Thus, H5a was rejected in terms of PSC ($\beta = −0.500$, $p < 0.05$) and PEn ($\beta = −0.587$, $p < 0.05$). H5b also was rejected by the results of NSEn ($\beta = 0.340$, $p < 0.1$). According to hypothesis 6, it was hypothesized that the higher education level the residents have, the higher they perceive negative and positive impacts. H6a was supported in term of PSC ($\beta = 0.120$, $p < 0.05$), and H6b was supported by the results of NE ($\beta = 0.091$, $p < 0.1$) and NSEn ($\beta = 0.152$, $p < 0.05$).

As an example of the results, the β value (regression coefficient) of gender in the PE domain tells us that females perceive fewer positive economic impacts than males, with an average score of 0.565. Likewise, the β value of the age in the PEn domain indicates that as the age group increases (e.g., from 25–34 to 35–44), the perceived positive environmental impacts increase by 0.076.In general, the results give an idea of the impact of the population on tourism in Samarkand, Bukhara and Khorezm regions. Regardless of the theoretical support of the hypothesis results, the addition was found to have the highest regression coefficient in the positive environment, the distance in the negative socio-environment, and the highest age in the positive economic field. those who are employed in the tourism industry (those who are employed) have the highest level in a positive environment. Based on the results of the above analysis, we selected the following hypothesis to assess the impact of domestic tourism on women's employment.

Hypothesis zero: **H₀** - Domestic tourism analysis affects women's employment rate.

Alternative Hypothesis: **H₁** - Domestic tourism analysis does not affect women's employment rate.

Analysis of domestic tourism - the interdependence of women's employment.

Analysis of women's employment and domestic tourism.

$$\ln(Y) = \ln(\delta + \beta X + \gamma)$$

δ — catch

X —internal tourism consumption, in billion United States dollars;

Y — female employment in services, percent;

γ —error term;

β —slope coefficient.

Below the results of the linear regression using MS Excel are presented.

Statistical parameters[1].

	R squared	Coefficients	Standard error	t-statistics	P-value
Intercept		38,33166	0,645144	57,88	0,000
Internal tourism consumption, in billion US dollar	0,97	40,30478	1,644099	21,98	0,000

As the *p*-values for both intercept and the independent variable are equal to zero, we can say that the parameters are statistically significant. Together with this, the R squared is very high, [26]meaning that internal tourism consumption explains 97% change in female employment rate in services. All in all, we write down our model in the following way:

$\ln(Y) = \ln(0,38 + 40,3 * X)$

That is, a 1 billion increase in domestic tourism consumption is accompanied by a 40.3 percent increase in women's employment. For example, the additional consumption of 100 million from domestic tourism will lead to a 4 percent increase in women's employment.

Analysis of the population's demand for domestic tourism.

One of the important factors for the success of the sustainable tourism industry in all areas, including the provinces, is the support of members of this community. To assess the demand for domestic tourism, we conducted a survey of 1200 men and 1200 women living in Samarkand, Bukhara and Khorezm regions based on the above findings. However, only 1150 out of 2400 responded to the anonymous survey. To make the request, we used email and Telegram messenger.

Results of the study of the demand for domestic tourism

Questions	Options	Number of responses(total number of repondents:1150)	In percent (rounded)
Gender	Female	242	21%
	Male	908	79%
Age	from 18 to 24	150	13%
	from 24 to 30	333	29%
	from 30 to 36	391	34%

	greaterthan 36	276	24%
Social status in society	Student	80	7%
	Unemployed	139	12%
	Pensioner	23	2%
	Employed	908	79%
Education level	Highereducation(university, institute)	828	72%
	Secondary specialized(college)	299	26%
	Secondary school	23	2%
Married	Yes	943	82%
	No	207	18%
Professional activity in the society	Agronomist	34	3%
	Jeweler	23	2%
	Audit	184	16%
	Economist	253	22%
	Teacher	218	19%
	Builder	10	1%
	Hairdresser	4	0%
	Medicaldoctor	10	1%
	Nurse	12	1%
	Other	402	35%
Do you have a desire to travel the world	Yes	1035	90%
	No	115	10%
The income you receive during your career	Less than 60 dollar	46	4%
	Less than 100dollar	92	8%
	from 200 to 300 dollars	149	13%
	from 300 to 400 dollars	104	9%
	from 400 to 500 dollars	46	4%
	above 500 dollars	713	62%
Does your monthly income meet your needs	Yes	437	38%
	No	414	36%
	Sometimes	299	26%
Your attitude to the services offered by tour operators	Yes	322	28%
	No	943	82%
If so,the pros	Quality service	380	33%
	Prices are low	115	10%

	meetmyneeds	230	20%
	correspondtomyincome	425	37%
If not, why not	Low quality service	218	19%
	High prices	449	39%
	The service I provide does not meet my needs	103	9%
	Does not watch my income	380	33%
Would you lile to travel if the services provided by tour operators match your income	Yes	1030	90%
	No	120	10%
Which tourist destination would you choose	Ecotourism	320	28%
	Ethnic tourism	23	2%
	Cultural heritage tourism	329	29%
	Hunting tourism	120	10%
	Others	358	31%

Unfortunately, women were passive in the survey, and the majority of respondents (79%) were men. It is clear that married people with higher education, earning more than $ 500, were more active in the survey. When asked whether the price of tour packages was acceptable, the majority of participants (82%) answered in the negative. This was due to the relatively high cost of tour packages provided by local tour operators and agents.[26] When people asked if people would like to travel if the prices matched their income, many answered in the affirmative.

Thus, as expected, the results of our survey showed that the low demand for local tour packages is due to the low income of the population. Interestingly, many participants noted that they choose ecological (29%) and cultural heritage (30%) tour packages.

The above facts mean that the well-being of the population is the most influential factor in deciding to travel within the country. Special attention should also be paid to the development of ecotourism sites, parks and other entertainment venues.

Conclusion and discussion.

This study provides a broad understanding of the attitude and satisfaction of the population with the development of tourism in Samarkand, Bukhara and Khorezm regions. The main contribution of this study is the study of local satisfaction, employment of women through the development of domestic tourism. In addition, it reflects the profile of the impact of various external factors and internal factors on the types of tourism perceptions (economic, socio-cultural and environmental), which contributes to current knowledge and understanding of the population's attitude to tourism development. The results of the study show that there is a need to pay more attention to the concepts of the local population, to involve women in the industry and to involve the population in tourism planning. Future research should explore supporting sustainable tourism development and community participation in decision-making.

Based on the results obtained, we concluded that the analysis of domestic tourism has a significant impact on the employment of women in services. In other words, the more people travel and invest in tourism, the more women are employed. Therefore, we propose to take the following measures to develop tourism in Uzbekistan:

1. *Specific tourism in Samarkand, Bukhara and Khorezm build infrastructure.*

2. *Cruel fight against corruption.*

3. *Spend more budget funds on tourism infrastructure and attract more foreign direct investment.*

4. *Encourage local people to travel around the country: exhibitions, shows, concerts, etc.*

5. *Develop a long-term strategy to change the five common patriarchal stereotypes.*

6. *Application of world experience in improving the urban structure of the regions with tourist potential in the country*

7. *Occurs in the employment of women among the unemployed Learn the barriers, and find a solution*

8. *Development of measures to reduce the impact of the shadow economy on the development of tourism.*

In our view, tourism is an area where women and other vulnerable groups are more equal than in other sectors. In addition, the sector plays an important role in personal social well-being and cultural integration. In this regard, domestic tourism can be considered as a means of social transformation.

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