

ICHKI TURIZMNI AYOLLARNI ISH BILAN TAMINLASHDAGI TA'SIRI**Bahtiyor Iskandarovich Ashurov**

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Ushbu tadqiqot mahalliy aholining ijtimoiy-demografikasi va jamoatchilikning aloqasi ularning turizm ta'siriga (iqtisodiy, ekologik va ijtimoiy-madaniy ta'sirlar) ta'siriga ta'sir qilishi mumkinmi yoki yo'qmi, shuningdek, mahalliy turizm menejmentidan qoniqishlariga ta'sir etadimi-yo'qligini tekshiradi va shu yo'l orqali aholini ijtimoiy himoyaga muhtoj qatlamini asosan ayollarni ish bilan ta'minlashda turizmni ta'siri va rivojlantirish istiqbollari. Shu bilan birga, gender tengsizligiga olib keladigan asosiy masalalari muhokama qilinadi. Mahalliy aholi o'rtasida o'tkazilgan so'rov natijalariga ko'ra turizmga bo'lgan munosabatlar va ichki turpaketlar talablari baholandi.

Kalit so'zlar: ayollarni ish bilan ta'minlash, ichki turizmni iste'mol qilish, stereotiplar, turistik talab, aholining tushunchalari, ijtimoiy-demografik xususiyatlar.

EFFECTS OF DOMESTIC TOURISM ON EMPLOYMENT OF WOMEN**Bakhtiyor Iskandarovich Ashurov**

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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, the relationship with tourism and the requirements of domestic tour packages were assessed.

Keywords: women's employment, domestic tourism consumption, stereotypes, tourism demand, population perceptions, socio-demographic characteristics.