

Impact Factor:

ISRA (India) = 6.317
ISI (Dubai, UAE) = 1.582
GIF (Australia) = 0.564
JIF = 1.500

SIS (USA) = 0.912
ПИИИ (Russia) = 3.939
ESJI (KZ) = 9.035
SJIF (Morocco) = 7.184

ICV (Poland) = 6.630
PIF (India) = 1.940
IBI (India) = 4.260
OAJI (USA) = 0.350

SOI: [1.1/TAS](#) DOI: [10.15863/TAS](#)

International Scientific Journal Theoretical & Applied Science

p-ISSN: 2308-4944 (print) e-ISSN: 2409-0085 (online)

Year: 2022 Issue: 02 Volume: 106

Published: 21.02.2022 <http://T-Science.org>

QR – Issue



QR – Article



Nargiza Khalliyeva

Bukhara Engineering Technological institute

PhD researcher

WAYS TO INCREASE THE ROLE OF TOURISM IN EMPLOYMENT IN UZBEKISTAN. THE CASE OF BUKHARA

Abstract: *Uzbekistan is one of the newest countries that have been discovered by tourists. In the last 5 years there have been many changes and reforms in tourism sectors. Especially in the regions that have more historical values. The paper studies the ways to improve the role of tourism in providing the employment in Bukhara region. According to the results, developing special software will increase the flow of tourists.*

Key words: *tourism, employment, historical places, augmented reality, Bukhara, Uzbekistan.*

Language: English

Citation: Khalliyeva, N. (2022). Ways to increase the role of tourism in employment in Uzbekistan. The case of Bukhara. *ISJ Theoretical & Applied Science*, 02 (106), 523-530.

Soi: <http://s-o-i.org/1.1/TAS-02-106-50> **Doi:**  <https://dx.doi.org/10.15863/TAS.2022.02.106.50>

Scopus ASCC: 3300.

Introduction

The results of reforms to increase employment through tourism may not be known soon, but it is natural that complex changes in this area will in turn affect long-term economic growth. This requires each state to develop measures based on its characteristics, which are their assets, which can include historical monuments, places of pilgrimage, various places of natural beauty, national cuisine, festivals, and so on.

In order to ensure employment through tourism, we must first improve the flow of tourists, and before that we will explore the reasons and motives that motivate tourists to travel.

Literature review

Travel motivation varies in different contexts and cultures, making it difficult to identify the element that distinguishes one tourist from another. In the field of tourism psychology, Crompton divided the factors that motivate people to go on vacation into two macro categories (Crompton, JL (1979).):

- motivating factors explaining the desire to travel;
- Attractive factors that explain the choice of goal.

According to this classification, two different aspects play a role in choosing a holiday and are sometimes considered conflicting:

- psycho-social (emotional, social, cognitive and motivational), where the author identifies seven motivations for travel:

- avoidance of daily life and its environment;
- self-search and evaluation;
- physical and mental relief,
- for luxury,
- Improving and strengthening family relationships and friendships;
- Facilitation of social relations.
- "material things" refers to the economic opportunities and cultural and geographical elements of the holiday (Wasche, H., Woll, A. (2010)).

These issues affect each other in the process of choosing a vacation. Motivational factors are of a socio-psychological nature and are related to an individual's internal needs. The main factor among them seems to be the desire to "escape" stress and daily limitations.

Attraction refers to the attractive elements of a particular goal instead of factors. This is usually seen in tourists who carefully choose their holiday and travel destinations and focus on intermediate stages, such as opportunities to broaden their horizons (the main goal for this type of tourists is to strive for innovation and enrich their knowledge).

To find out the reasons that usually motivate tourists to make a particular travel choice, many

Impact Factor:

ISRA (India) = 6.317
ISI (Dubai, UAE) = 1.582
GIF (Australia) = 0.564
JIF = 1.500

SIS (USA) = 0.912
PIHLI (Russia) = 3.939
ESJI (KZ) = 9.035
SJIF (Morocco) = 7.184

ICV (Poland) = 6.630
PIF (India) = 1.940
IBI (India) = 4.260
OAJI (USA) = 0.350

researchers point out that “avoiding” everyday life and the problems caused by society is a recurring element in choosing a trip. In this case, the holiday serves as a compensation for some needs and shortcomings that are felt in everyday life (sun, sea, recreation, entertainment, etc.). At the same time, it will become a way to reward people for what they have done this year: through this competition, everyone will focus on distinguishing themselves from others. Finally, it should be noted that often the motivation to travel depends on the type of vacation chosen. For example, we can consider some of the reasons associated with certain types of tourism

- Physiological: health tourism, sports tourism,
- distraction: distraction tourism from everyday life;
- interpersonal: social tourism, spending time with family and friends or looking for new relationships, psychological: tourism for recreation, entertainment, etc.
- cultural: cultural, historical, artistic tourism, etc.;
- ecological: ecotourism, etc.;
- luxury: elite tourism, for people of the same social class or higher category;
- Discovery: adventure tourism, hiking and more.

"The needs of the tourist stem from the need for people to feel that they are escaping from ordinary life, so there are reasonable perceptions of interruptions and reasonable doubts about the prospect of return compared to everyday life." In this context, these motivations can be divided into two classes (United Nations World Tourism Organization (UNWTO) (2012)):

- leisure motives or desires that arise in the search for fun, entertainment and recreation;
- cultural motives or desires that arise in the search for knowledge, learning, innovation.

Based on these reasons and motives, we will develop proposals to increase employment in tourism in Uzbekistan, especially in Bukhara region.

A large complex has been built in Peshku district of Bukhara region - in the village of Afshona, where the great scholar Abu Ali ibn Sino was born. Each object in the complex with a total area of 5 hectares will be unique. Especially in the traditional medical center, which occupies a large place, there are stone baths, sandals, leeches, massage services for the treatment of foot diseases. Cream and fruit and vegetable juices, as well as tinctures from coca and legumes are made from cow's milk saturated with medicinal herbs. Patients are treated with honey, salt, vegetable oil, walk in the fresh air.

The eco-park to be built in the area will undoubtedly attract the attention of visitors. Fruit trees such as apricots, walnuts, figs, fragrant flowers are grown here, the properties of which are described separately by Abu Ali ibn Sina. Horse and camel rides

are organized in the garden. Because riding these animals is good for health.

In the complex there will be a corner with scientific works, manuscripts, textbooks and brochures of the great governor. The sale of medicinal herbs has been established.

As the flow of visitors to the complex increases, other conveniences will be created. For example, a four-star hotel with at least 100 beds will be built. There are badminton and table tennis courts. Another important aspect is that cheap and convenient air, rail and bus services will be provided for those who come to Afshan. All this will increase the flow of tourists and increase the number of jobs in this sector.

Throughout human history, people have exchanged cultural experiences, ideas, values, and goods through art, trade, and migration. It is always interesting that people express themselves culturally. The natural curiosity of the tourist towards different corners of the world is one of the strongest tourist motives. The facilities visited by tourists serve to enrich their spirituality and expand their worldview.

The historical and cultural potential of the country is one of the main factors of tourism, because:

1) An important means of attracting tourists, because getting acquainted with the historical and cultural heritage is the strongest incentive for tourist motives;

2) objects of cultural and historical heritage are an important asset of modern cities, which can benefit and have a significant impact on their economic development;

3) It plays an important role in equalizing seasonal fluctuations in the social sphere and even distribution of tourist flows in the region (Zagnoli, P., Radicchi, E. (2011));

4) It creates a favorable image of the region, creates a “brand” of historical and cultural heritage, which is used as an effective means of taking the lead in the tourist area. Finally, the cultural and historical centers not only bring income to the area, but also create a basis for the locals to be proud of their unique heritage and allow it to be shared with tourists. While almost any information can be obtained from print publications, fiction, and other sources, the historical truth is not outdated: "A picture is worth a thousand words." The cultural potential of the region is reflected in its historical heritage. The presence of unique historical sites can predetermine the successful development of tourism in the region. Historical and cultural tourism, which is the strongest motivator of tourist motives, also helps to expand the resources to attract tourists. Additional money comes to the city's economy due to tourism costs. The growing number of tourists visiting the region, of course, leads to an increase in the production of tourism products, the formation of an active consumer market in the tourist center and the increase in investment attractiveness of the local tourism industry. The increase in production

Impact Factor:

ISRA (India)	= 6.317	SIS (USA)	= 0.912	ICV (Poland)	= 6.630
ISI (Dubai, UAE)	= 1.582	PIHIQ (Russia)	= 3.939	PIF (India)	= 1.940
GIF (Australia)	= 0.564	ESJI (KZ)	= 9.035	IBI (India)	= 4.260
JIF	= 1.500	SJIF (Morocco)	= 7.184	OAJI (USA)	= 0.350

and sales of tourism products due to the demand of tourists will lead to the creation of new facilities of the tourism industry (hotels, catering, recreation and entertainment facilities), modernization of existing facilities and increase production efficiency. The increase in the number of enterprises in the local tourism industry requires an increase in the number of labor resources employed in the tourism sector, which will create employment opportunities for many women and youth. The smoothing of seasonal fluctuations and the uniform distribution of tourist flows in the region is a constant compensator of historical and cultural tourism, which solves the unevenness of economic development of individual parts of the region. This will contribute to the emergence and expansion of economic, transport, utility and other activities that will allow backward areas to rise to the level of advanced industrial areas. Due to its historical and cultural heritage, the region can have a unique reputation in the market. Elements and factors of culture can be channels for disseminating information about the tourist potential of the district.

Analysis and results

In 2020, the global medical tourism market was estimated at about \$ 44.8 billion. This is expected to increase to \$ 54.4 billion in 2022. In 2017, studies show that the number of medical tourists was around 14-16 million.

In 2019, the global medical tourism market amounted to about 44.8 billion, which is expected to grow by 21.1% annually from 2020 to 2027.

By 2027, the medical tourism market is expected to reach \$ 207.9 billion. The number of medical tourists worldwide is expected to grow by 25 percent annually.

Medical tourism facts show that people typically spend \$ 3000-10000 on average for medical services annually.

Studies show that every year, 63,000 people from the UK travel abroad for medical services.

In 2019, Thailand became very popular for medical tourism with a market share of 22% and received 1.8 million visitors.

The establishment of handicraft centers for the production of national handicrafts in the village of Afshona, Peshku district, in order to attract tourists and encourage them to buy jewelry, will increase incomes and employment in this area.

The International Trade Center (ITC) - a joint agency of the World Trade Organization and the United Nations, focuses on the challenges of ensuring the success of small business exports in developing and transition economies by providing sustainable and inclusive development solutions to partners in trade support institutions and policymakers. The Inclusive Tourism Program was established to increase the capacity of the tourism industry to contribute to development and poverty reduction. It aims to reduce the negative impact of tourism and instead strengthen the links between local vulnerable men and women living in tourist destinations and adjacent areas and the tourism sector. The program creates inclusive tourism business models, encourages stakeholder collaboration and activities that add local producers and service providers to the tourism supply chain. This allows local manufacturers and service providers to deliver the goods and services they need, and gives buyers the skills to develop sustainable partnerships with local producers. The program assesses potential local supply opportunities and facilitates access to markets, thereby reducing the amount of products and services imported from external suppliers. This allows local manufacturers and service providers to deliver the goods and services they need, and gives buyers the skills to develop sustainable partnerships with local producers. The program assesses potential local supply opportunities and facilitates access to markets, thereby reducing the amount of products and services imported from external suppliers.

One of the most important aspects is to properly advertise these handicrafts. In this case, it is advisable to advertise as follows.

Impact Factor:

ISRA (India)	= 6.317	SIS (USA)	= 0.912	ICV (Poland)	= 6.630
ISI (Dubai, UAE)	= 1.582	PIHIQ (Russia)	= 3.939	PIF (India)	= 1.940
GIF (Australia)	= 0.564	ESJI (KZ)	= 9.035	IBI (India)	= 4.260
JIF	= 1.500	SJIF (Morocco)	= 7.184	OAJI (USA)	= 0.350

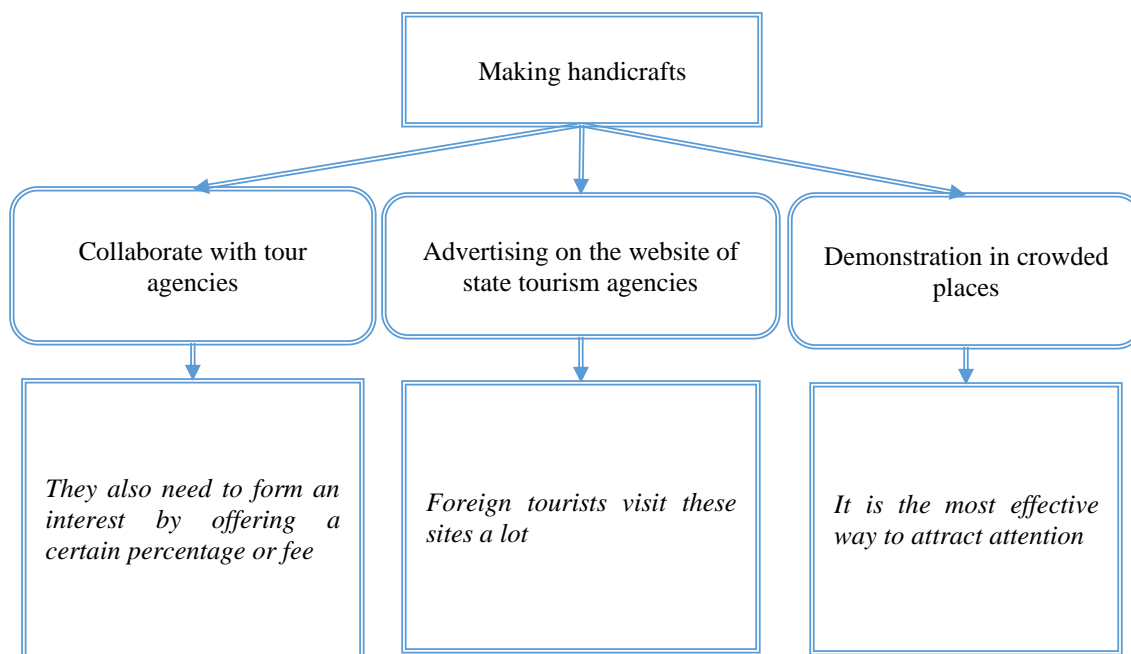


Figure 1. Promotion of national handicrafts

One of the important tasks is to establish integration in the promotion of national handicrafts. These integrations can be with private sector representatives as well as with government agencies. It is necessary to establish contacts with representatives of the private sector and tour agencies that work directly with tourists, in which case it is advisable to ensure their interest, offering them a share of the purchase or a certain amount of money serves the interests of both parties.

The second aspect is the establishment of cooperation with state tourism agencies, ie the promotion of national handicrafts through the official websites of agencies. Crafts are mostly bought by tourists as gift souvenirs. Previous research has shown that tourists' preferences for souvenirs are different, with tourists buying a different souvenir product or assortment. They are looking for souvenirs that represent the destination they are visiting. Tourists buy different souvenirs for different reasons. However, research shows that tourists buy certain types of souvenirs when they visit a place. In this regard, as noted, tourists spend money mainly on clothing or footwear (77%), then spends on souvenirs (49%) and books or music (42%). In addition, Rosenbaum and Spears show that different nations have different favorite souvenirs to buy. The information identifies four types of souvenirs that tourists are interested in purchasing, including exhibited items, seasonal items, household items, jewelry, clothing and accessories, toys or children's items. Shoes, clothing and jewelry are the three things most female tourists want to buy. Indonesian souvenir retailers can use this variety of souvenir products,

which are the most purchased by tourists, as valuable information to supply their stores with products.

Promotion of tourist areas, ie tourist areas, villages using digital technologies and providing information on them to tourists. Tourism is not only one of the important factors in the demonstration and preservation of the values of any nation, but also one of the most important areas of the country's service industry, as well as an area that promotes the development of other service industries. In this regard, the tourism potential of Uzbek villages and mahallas with high tourism potential as a cultural asset is of great importance in the world experience. The importance attached in recent years to the development of these individual tourist facilities in our country as a single industry requires first of all to study the current state of these tourist destinations and the factors hindering their development and attractiveness. Due to the fact that Uzbek villages and mahallas with high tourism potential in our country are located at different locations throughout Uzbekistan and embody different cultural heritage, each of these addresses requires a separate study and identification of their own tourist audience. In addition, the lack of a single source of information about these addresses is another major problem that needs to be addressed. It is also important to study the attractiveness of Uzbek villages and mahallas with high tourism potential and other conditions that negatively affect the growth of the number of tourists. First, the tourist attractiveness of Uzbek villages and mahallas will be studied. Also In order to increase the attractiveness of these addresses, it is necessary to introduce Augmented Reality technology based on modern information technology. These areas will be

Impact Factor:	ISRA (India) = 6.317	SIS (USA) = 0.912	ICV (Poland) = 6.630
	ISI (Dubai, UAE) = 1.582	ПИИИ (Russia) = 3.939	PIF (India) = 1.940
	GIF (Australia) = 0.564	ESJI (KZ) = 9.035	IBI (India) = 4.260
	JIF = 1.500	SJIF (Morocco) = 7.184	OAJI (USA) = 0.350

placed on an online platform in each region, an integrated mobile application will be created on the platform, a function will be created in the mobile application to read QR codes and provide relevant

information, Augmented Reality technology will be developed and a mobile application will be launched. are placed (Figure 3.3).

The amount of daily expenses of a tourist R_n	The probability of incurring this cost P_n	Expected rate of return $R_e = \sum_{n=1}^t R_n * P_n$	Standard deviation amount $\sigma = \sqrt{\sum P_n * (R_n - R_e)^2}$
\$ 35	20%	\$ 83	\$ 48
\$ 55	16%		
\$ 75	16%		
\$ 95	16%		
\$ 115	16%		
\$ 135	16%		
Number of people employed in tourism in 2019	Number of tourists worldwide in 2019	How many tourists can create a job	
272,000,000	1,500,000,000	6 (5.5)	

Figure 2. Calculation of daily expenses of each tourist in Uzbekistan

According to research by the travel agency IndyGuide, tourists visiting Uzbekistan spend between \$ 35 and \$ 135 a day. If calculated by probability theory, the average daily expenditure of these tourists is \$ 83, and the standard deviation of this amount is \$ 48. If the flow of tourists is increased through the use of "augmented reality" technologies, then the employment of the population and their incomes will increase. According to the World Tourism Organization, a total of 272 million people were employed in tourism in 2019, and the number of international tourists in 2019 was 1.5 billion. If we determine their ratio, we can see that for every 6 tourists there is one job.

The development of pilgrimage tourism also serves to improve the flow of tourists. The contribution of Uzbek scholars to the development of Islam and science, scientific and spiritual heritage, Central AsiaThe role of Islamic civilization in the

formation of the region, its rich history and the hospitality of its people will be the basis for the development of tourism in the country. Pilgrimages such as Char Bakr, Chashmai Ayub, Shahizinda, Ruhobod, Imam Al-Bukhari, Bahauddin Naqshband, Guri Amir, Khoja Ahrur, Pahlavon Mahmud, Hazrati Imam, Zangi ota, Sultan Saodat, at-Termizi are proof of this idea.

A mobile application that integrates information about tourist destinations is very important for each region. According to the international agency STATISTA, in 2015, mobile applications worldwide generated revenue of \$ 69.7 billion, and by 2020 this figure is projected to reach \$ 188.9 billion.¹ Currently, 80% of tourists plan their vacation through mobile apps. For this reason, the inclusion of each tourist area in the mobile application will improve the flow of tourism to this area

The total number of tourists per year	The number of people planning a trip using the mobile app	Number of tourists visiting Uzbekistan	An increase in the number of tourists visiting Bukhara	Number of new jobs
1.5 billion	80% * 1.5 billion = 1.2 billion	6750000	2500000 * (1,057) = 2642500	142500 / 5.5 = 25909

Figure 3. Analysis of increasing the flow of tourists and creating new jobs through the mobile application

¹ <https://www.statista.com/statistics/269025/worldwide-mobile-app-revenue-forecast/>

Impact Factor:

ISRA (India) = 6.317	SIS (USA) = 0.912	ICV (Poland) = 6.630
ISI (Dubai, UAE) = 1.582	ПИИИ (Russia) = 3.939	PIF (India) = 1.940
GIF (Australia) = 0.564	ESJI (KZ) = 9.035	IBI (India) = 4.260
JIF = 1.500	SJIF (Morocco) = 7.184	OAJI (USA) = 0.350

According to international statistics, the number of tourists in the world is 1.5 billion², the share of tourists planning their trips using the mobile application is 80% of this amount³. The number of tourists visiting Uzbekistan in 2019 amounted to 6,749,000. If we statistically divide 80% into 14 regions, then 5.7% for each region, the number of visitors to Bukhara region in 2018 amounted to 2.5 million⁴. If we increase this amount by 5.7 percent, it will be 2642,500. If we divide this amount by 5.5 (Figure 3.3), we can determine how many new jobs will be created.

Bukhara is a sacred land. From time immemorial, it has been located at the crossroads of various trade routes, cultures and civilizations. Thousands of tourists come to Bukhara every year from all over the world. They face history in this noble

land. Witnessing the centuries-old virtues, cultures and values of mankind, they try to understand the mysteries of universality and eternity that lie in their essence.

One of the problems that tourists face all over the world, mainly foreign tourists, is that they charge a lot of money at the airport by their drivers. First-time tourists will not be informed about the price tag and they will agree to the price quoted by the driver. This affects the tourist image of the state and their level of recommendation of the state to others. For this reason, only licensed taxi company drivers should be allowed in the airport area.

Tourists are definitely interested in knowing the history of the countries they visit. Bukhara is a city with a great history. It can be used more effectively.

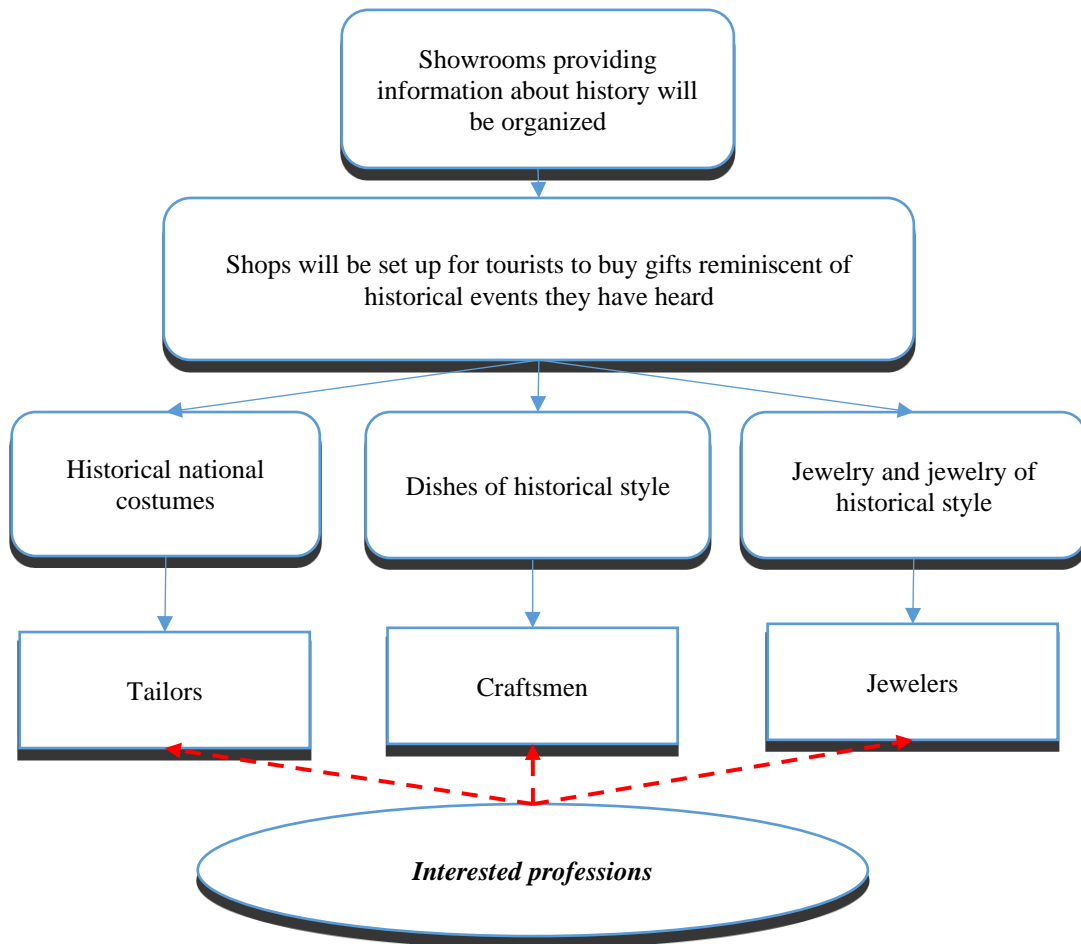


Figure 4. Historical connection of presentation rooms (showroom), glass exhibitions and interested professions⁵

2 <https://www.unwto.org/international-tourism-growth-continues-to-outpace-the-economy>
 3 <https://factory.dev/blog/travel-tourism-mobile-app>

4 2019
 5 Calculated by the author

Impact Factor:

ISRA (India) = 6.317	SIS (USA) = 0.912	ICV (Poland) = 6.630
ISI (Dubai, UAE) = 1.582	ПИИИ (Russia) = 3.939	PIF (India) = 1.940
GIF (Australia) = 0.564	ESJI (KZ) = 9.035	IBI (India) = 4.260
JIF = 1.500	SJIF (Morocco) = 7.184	OAJI (USA) = 0.350

It is possible to create both direct and indirect jobs by organizing such historical presentation rooms. Directly through this in the museum workers or in the trade outlets around the museum while the weavers are interested, the tailors, the artisans who make historical pottery, and the jewelers are indirectly interested in it. In a survey we also conducted, 100% of respondents said they would buy a souvenir. Historical souvenirs are a means of reminding every tourist of their destination.

Not all tourists may prefer to stay in hotels, so the organization of a number of other types of accommodation, and thus ensuring the income and employment of the population, is one of the tasks facing the state. Family guest houses - guest houses provide temporary accommodation and (or) catering services to up to 10 visitors (tourists) at a time on the principle of living with family members of the host, as well as the necessary living space of 3 m2 per resident which is private housing;

family guest house services to set up a family guest house provided by private entrepreneurs or family businesses that have and live in a suitable residential building;

Certification of family guest houses services is carried out in a simplified manner by including them in the single register of family guest houses and hostels on the basis of the act of studying family guest houses and issuing an appropriate extract from the single register of family guest houses and hostels;

The application will be considered within 3 days (no fee)

The State Committee for Tourism Development of the Republic of Uzbekistan registers family guest houses and maintains a single register of family guest houses and hostels.

If the state subsidizes this type of activity in the amount of up to 30%, this amount can be returned to the state as a tax.

The repayment period of the subsidy is calculated as follows.

Subsidy amount (total)	Tax amount (monthly)	Tax amount (annual)	Tax repayment period (annual)
30 000 0000	500,000	12 * 500 000 = 6000 000	30,000,000 / 6,000,000 = 5

Figure 5. Term of repayment of state subsidy as tax

If the state allocates a subsidy of 30 million soums for the establishment of this type of hotel, then the state is interested in direct taxes, the monthly tax on this activity, which is regulated by a strict tax, is 500,000 soums, if the annual turnover is less than 100

million soums. But if it exceeds 100 million, the turnover tax will be paid. If the amount of the subsidy is 30 million soums, the state can recover this amount in the form of taxes in 5 years.

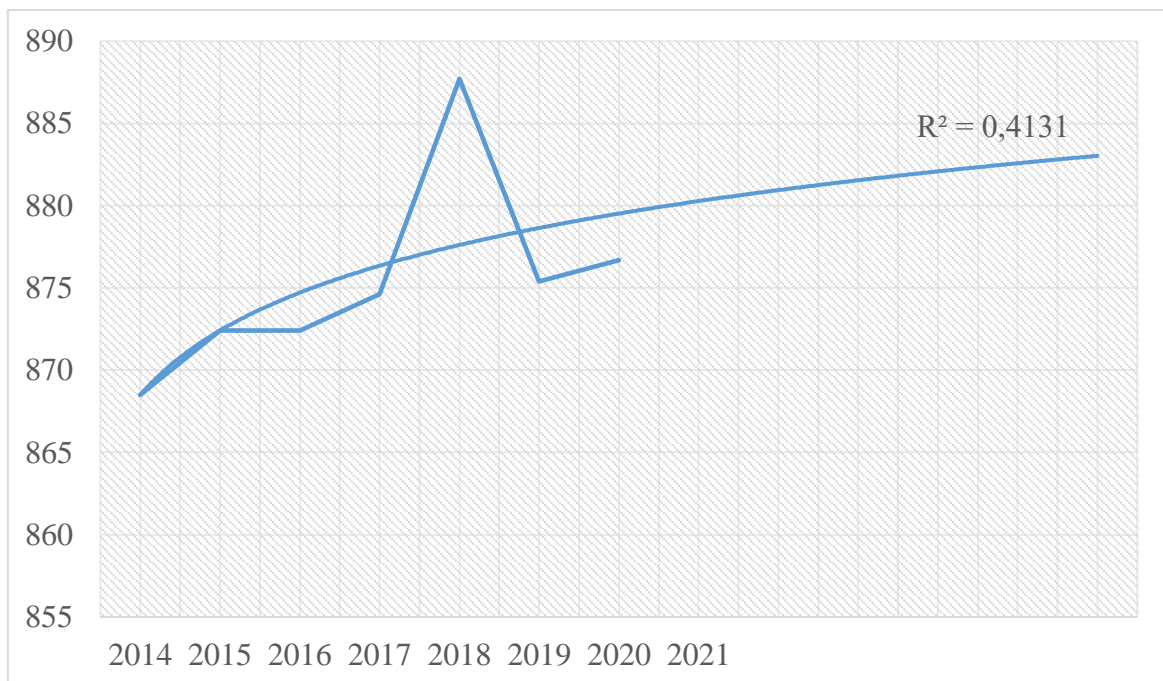


Figure 6. Changes in the next 5 years of the population employed in the economy of Bukhara region (thousand people)

Impact Factor:

ISRA (India) = 6.317	SIS (USA) = 0.912	ICV (Poland) = 6.630
ISI (Dubai, UAE) = 1.582	PIHII (Russia) = 3.939	PIF (India) = 1.940
GIF (Australia) = 0.564	ESJI (KZ) = 9.035	IBI (India) = 4.260
JIF = 1.500	SJIF (Morocco) = 7.184	OAJI (USA) = 0.350

Another aspect that is convenient for local and foreign tourists, who prefer to travel mainly as a family, is Car Rent car rental service. Through this they are not alone it is believed that they can go to the restricted destinations through the tourist program but also move on the route of their choice. This gives them more relief. If we look at the future direction of change in the economy of Bukhara region, it will be as follows.

In this case, we have identified the direction of change of the future trend by logarithmizing the direction of change, where the quadratic rate R is 0.4131 and shows the growth rate calculated using this method, and by 2026 we can see that the employment rate in the economy will exceed 880 thousand.

Conclusions

Each country is required to develop measures for the development of tourism based on its characteristics, the specific characteristics of which are their assets, which may include historical monuments, places of pilgrimage, various places of natural beauty, national cuisine, festivals, etc. ;

While economic growth in the Asia-Pacific region slowed from 5.1 percent in 2018 to 4.4 percent in 2019, the decline has increased significantly as a result of the COVID-19 pandemic;

The decline is significantly stronger than during the global financial crisis of 2008-09. Whether there will be strong economic growth in the region in 2021

or whether the crisis will last longer remains a question.

In developing countries, socio-cultural factors such as low levels of education, widespread poverty, and maternal health are hampering women's empowerment as economic actors. Businesses can be located at a certain distance from housing, especially in poor countries and communities, which often imposes travel and time costs on women with limited access to financial and time flexible resources.

The tourism and hospitality sector is recognized for its low hourly wage rates, overtime overtime, 50 hours of long working hours per week, and low or sufficient breaks during the peak season.

It is necessary to change the organizational management system that has survived to this day. One of the main tasks is to train specialists and real masters of national handicrafts, to promote handicrafts among local youth in rural areas.

We know that the quality of service in our hotels is not satisfactory. We can not say that the quality of service in small hotels and hostels, organized on the basis of private houses, fully satisfies tourists.

Due to its historical and cultural heritage, the region can have a unique reputation in the market. Elements and factors of culture can be channels for disseminating information about the tourist potential of the district. The success of tourism development depends not only on the material base, but also on the uniqueness of the historical and cultural heritage.

References:

1. Crompton, J.L. (1979). Motivation for pleasure vacation. *Annals of Tourism Research*, 6, 409-424.
2. Wasche, H., & Woll, A. (2010). Regional Sport Tourism Networks: a conceptual framework. *Journal of Sport&Tourism*, 15(3), 191-214.
3. (2012). *United Nations World Tourism Organization (UNWTO)*. World Tourism Barometer, 10/March.
4. Zagnoli, P., & Radicchi, E. (2011). *Sport Marketing e Nuovi Media /Sport Marketing and New Media*. Milano: Franco Angeli.
5. Murdy, J., Yannakis, A., & Shuart, J. (1999). *The perceived impacts of tourism: economic, environmental and sociocultural influences of tourism on the host community*. In G. Kyle (Ed.), Proceedings of NERR Symposium. Penn State University, April.
6. Nordin, S. (2005). *Tourism of tomorrow: travel trends and forecasts of change*. European Tourism Research Institute.
7. Pencarelli, T., & Forlani, F. (2006). *Il marketing dei prodotti tipici nella prospettiva dell'economia delle esperienze. Marketing of typical products in the perspective of the experience economy*. Proceedings of International Congress "Le tendenze del marketing", Venezia: Università Cà Foscari, 20-21 Gennaio.
8. Pigeassou, C. (1997). Sport Tourism consumer motivations. *Journal of Sport&Tourism*, 4(3), 18-31.
9. Ponticelli, B. (2006). *La Motivazione al Turismo /Motivation for Tourism*. Retrieved March 10, 2012, from <http://www.psicolab.net>
10. Radicchi, E., & Zagnoli, P. (2008). *Lo sport come veicolo di marketing esperienziale: tipologie di esperienza reale e virtuale /Sports as an experience marketing tool: typologies of real and virtual experiences*. *Mercati e Competitività*, 4/Dicembre, 101-125.