



2-TO'PLAM

**Ta'limda raqamli texnologiyalarni
tadbiq etishning zamonaviy
tendensiyalari va rivojlanish omillari**

ILMIY KONFERENSIYA



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«**Ta'limda raqamli texnologiyalarni tadbiq etishning zamonaviy tendensiyalari va rivojlanish omillari**» mavzusidagi Respublika miqyosidagi ilmiy-amaliy konferensiya materiallari (27 yanvar 2022 yil) – T.: Rishton XTB 2022

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ANALYSES THE EFFICIENCY OF USING SMM TO INCREASE THE NUMBER OF DOMESTIC TOURISTS IN THE EXAMPLE OF CHINA

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ABSTRACT

Increasing the flow of tourists remains a problem in many countries. Creating a tourist image of the country at the international level is an integral part of the development of the tourism industry. Below we analyze how to increase the number of domestic travelers through social media marketing on the example of China.

It is known that in 2020, due to the pandemic, the tourism industry around the world was in a difficult situation. According to the World Tourism Organization, during the pandemic tourism lagged behind by 30 years. The damage to the industry is estimated at \$ 1.1 trillion. However, China continued to develop domestic tourism. In particular, during the annual May holidays, the Chinese continued to travel around the country (Figure 2). The number of domestic tourists visiting China during the annual May holidays highly increased from 2017 to 2019. In particular, it increased from 79.1 million tourists to 117.67 million, namely by 134 billion to 195 billion yuan. But, there was a sharp decline in 2020 due to the pandemic. But we can conclude that it is the perfect result for pandemic situation.

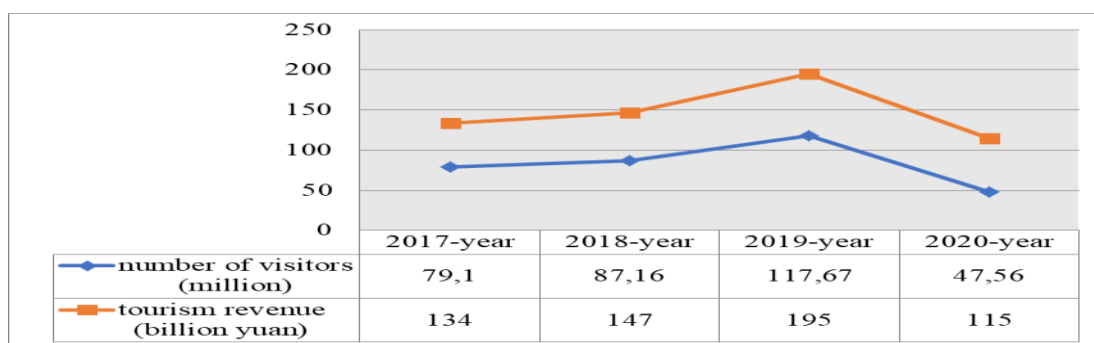


Figure 1. Domestic visits and income dynamics during the May holidays (2017-2020)¹

¹ Author's development using www.travelchinaguide.com

World-famous social media networks such as Instagram, Youtube, Facebook, VKontakte, Twitter, WhatsApp and Telegram messenger users will have an objective information about the destination. However, due to the policy in China, they cannot use these social networks. So where do they get the information? China has created special social networks for its citizens Mafengwo.com, Wechat and Weibo.

WeChat and Weibo (China's equivalent to Twitter) have become not just a platform, but a must-have for travelers. In order to introduce the travel destination, the general directors aimed to attract people to this tourist area by conducting a live show. In a live broadcast by James Liang, the founder of the marketing company "Ctrip", 10 million yuan worth of tourpackages were sold in 1 hour².

In conclusion, it is expedient to rely on the experience of China of our country is to create a local program for the development of domestic tourism, namely to organize hotels, hostels, as well as museums and reservations in all regions of Uzbekistan through this program to further improve the tourist image of the country and attract potential tourists. If we create platform like this we think we will achieve to increase domestic tourists in Uzbekistan.

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3. www.travelchinaguide.com

² W.Enger, S.Saxon, P.Suo and J.Yu. The way back: What the world can learn from China's travel restart after COVID-19.-May11,2020