

## KIDS TRAVEL- A WEBSITE FOR CHILDREN'S TOURISM IN UZBEKISTAN

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**Annotation:** Today, it is one of the most common ways to promote tourism development. Through websites, travelers can view the information they need in an expanded manner. In addition, through the website, tourists can get acquainted with many facts and nuances related to travel that they did not know. On average, children from the age of 10.3 look for information on their own through web pages.

**Key words:** children tourism, websites, packages, destinations, gallery

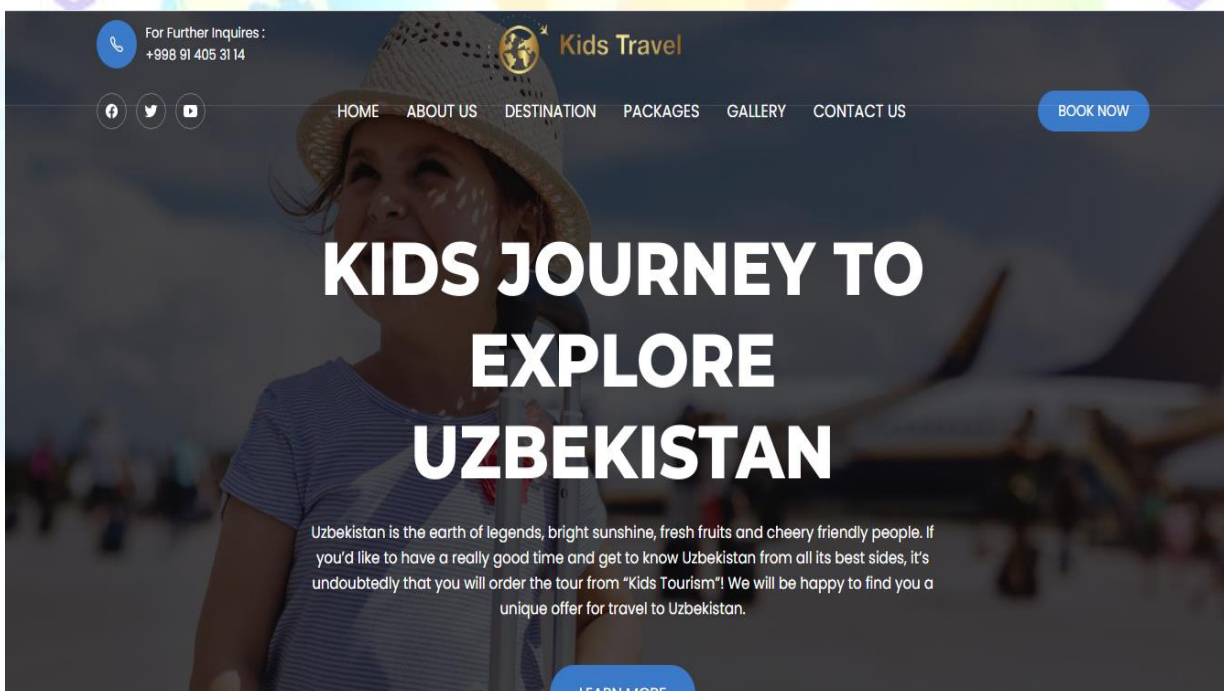
In the process of writing my dissertation work, I studied many infrastructures related to children tourism in many countries. I observed that in every country where children's tourism is formed and developing, there are websites dedicated to this type of tourism. Web sites can be divided into several types according to their structure. For example, most of the European countries have a separate tourist website of the cities along with the websites that summarize all the tourist destinations in the country. Famous attractions of some countries have also created their own websites. Among the websites related to children's tourism, I also observed websites belonging to tour agencies and creating special packages.

In Uzbekistan, along with the official tourist website, you can see the websites of tour agencies and tourist organizations. Web sites dedicated to destinations and types of tourism are developing now.

Today, the web site plays an important role in the development of tourism. In order to make a good web site I think we should consider the followings:

1. Downloading. It should be easy and quick for users to download.

2. Proper name. The name of the web site should completely show your products and services.
  3. Always new. It should always be up to date version to reach popularity.
  4. Photos and videos. Besides using beautiful pictures, the size and quality of them should be also taking into account.
  5. Links. To make an audience increase use create social media profiles and link them to the website.
  6. Contents. Avoid boring websites with only texts and pictures. Make changing contents for interest.
  7. Contact details. Help users to easily find the location and a way to contact with you.
- Having learnt all the above information, I decided to create a website that can help the development of children's tourism. With the help of ProUnity IT school programmer, I reached my goal of creating children's tourism website. I named my website "Kid's Travel".



Picture 1. A children's tourism web site.

Source: Done by author

I named it "Kid's travel" because the website is specifically aimed at the development of children's tourism. Due to the goal of developing this type of tourism in our country

through the website, here is information about Uzbekistan, its attractions that children should visit, interesting travel packages for them.

First of all, you can see the photo with a charming girl in the airport describing the children's tourism and the purpose of the site: "Kids journey to explore Uzbekistan". Then a little information about our website: "Uzbekistan is the earth of legends, bright sunshine, fresh fruits and cheery friendly people. If you'd like to have a really good time and get to know Uzbekistan from all its best sides, it's undoubtedly that you will order the tour from "Kids Tourism"! We will be happy to find you a unique offer for travel to Uzbekistan."

The logo of the website in golden shapes and letters are situated at the top middle of the website. In the logo I preferred to use a globe and an airplane flying across the globe. At the left top of the website there are social media links (twitter, you tube, facebook) for users and a telephone numbers for contacts. At the right top there is a button for booking. By clicking the button users can be able to choose the duration, the destination and members of their journey. At the end they will have proper tour offers from tour agencies and can easily plan their trip. At the centre top, under the logo there are several options for users.

Home, About us, Destinations, Packages, Gallery and Contact us are the options for easy usage. The Home page covers all information that are given in other sections. In About us there is information about the web site creation: who, when and why it was created. In the destination option you can find useful data about Uzbekistan's beautiful province and what to do there. In the examples there are shown trips from Bukhara (Minaret Kalyan trip for kids), Samarkand (Registan trip for kids) and Tashkent (trip to Tashkent City for kids). By the click under them "more destinations" there will be shown other parts of Uzbekistan (see in picture 2.)



Picture 2. More destinations button results in the web site.

Source: Done by the author

All the destinations contain at least 5 things to do there and information about each of them. For example, in Surkhandaryo children can visit:

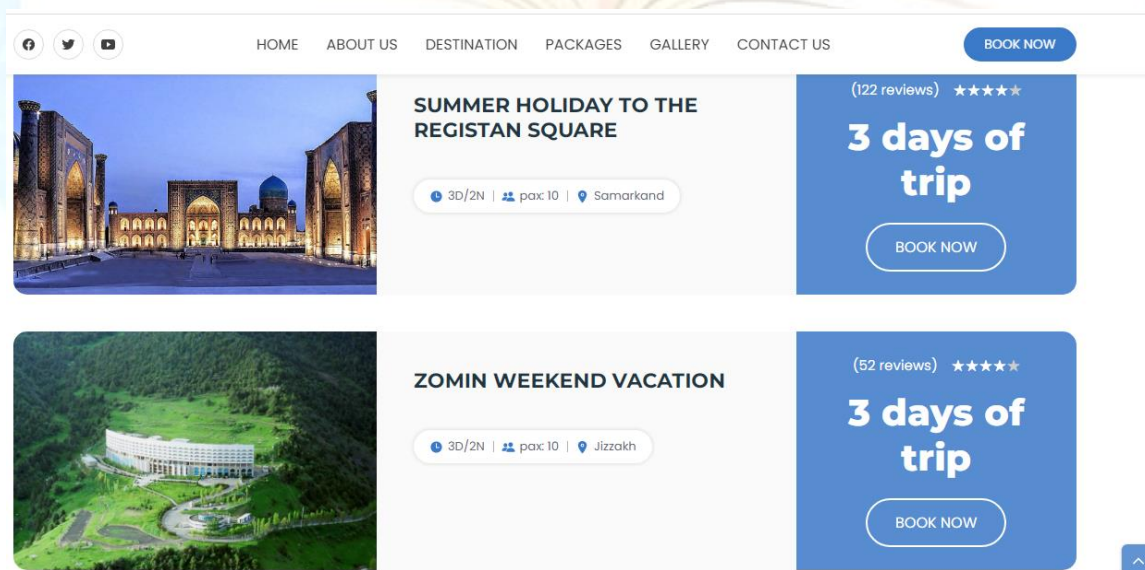
1. Sultan Saodat Memorial and Cultural Complex. The Sultan Saodat (“king of happiness”) mausoleum complex is the family tomb of the Seyid dynasty. The beautiful domes and light, as if floating mosques behind high walls, this ensemble, which was built over the centuries, is an amazing museum of medieval architecture.
2. The citadel of Campyr-Tepa. “Kampir-tepa” is a citadel surrounded by a moat and a “lower town” surrounded by a fortress wall with towers on the steppe side. The citadel, which has many meters of cultural layers of the Hellenic period, began to be built at the end of the IV century BC.
3. Archaeological Museum of Termez. Termez archeological museum was built and opened in 2002 to celebrate 2500 anniversary of Termez city. Today it is the first and the only archeological museum in the Central Asia, many unique exhibits of which are dated by the researchers more than 100 thousand years B.C.
4. Sangardak waterfall. Sangardak waterfall is located 205 kilometers from Termez, on the territory of Sary-Ossi district of Surkhandaryo region, 30 km from the rest

house “Handiza”. This beautiful waterfall can rightfully be considered as one of the most picturesque sights of Uzbekistan.

5. Maverannahr Architecture. Dzharkurgan minaret is located 60 km from Termez, Dzharkurgan district, the village of Minor. Dzharkurgan minaret is unique in its form and was built in 1109 by the architect Ali ibn Muhammad Serakhsi in the medieval village of Charmangan. Only the lower tier is left of the original two-tier minaret.

In this section of the web site you can also see the wonderful photos (using animation) both at the top and at the down part, of the destinations you have chosen. These photos help you to imagine the landscape of the trip beforehand. For further information users can check it on the internet.

In the packages section users can find travel routes by their wishes. The tours planned by tour agencies. In the web site there are given some examples (experience the great holiday in the old city in Kashkadarya, Summer holiday to the Registan square in Samarkand, Zomin weekend vacation in Jizzakh). But if the users want other travel routes or want to go to another destination there is a button “view all packages” which enables the list of other famous journey routes by different tour operators. As it is seen in the picture 3 there also shown the durations of the packages and special “book now” button that by clicking helps to organize journey.



Picture 3. Packages section of the Kid’s travel website



Also users can be informed about the number of travelers (pax) and the location of the destination. In the Gallery section there are many beautiful and amazing pictures that are taken by the users during their trips to Uzbekistan. In Contact us users can find the phone numbers, emails and social media links for further information. Also by typing their emails they can subscribe for news and sales. At the bottom there Privacy Policy, Terms& Condition and also FAQ that are important for every web site.

In order to further expand the website I have created, I intend to do the followings in the future:

1. Patenting a website to protect copyright.
2. Currently, due to the small number of tour packages, links to the programs of famous travel agencies in Uzbekistan are placed on the website. In the future, in cooperation with tour agencies, I would like to post tour packages for children's tourism on my website itself.
3. There are currently up to 5 activities that can be done about the destination. In the future, I intend to create a list of all activities and attractions organized for children in each destination. In addition, I want to enrich the website with pictures representing them, in addition with the information about them.
4. In order to know the wishes of the users, their opinions about the advantages and disadvantages of the web site and various packages, I have the goal of creating a separate comment platform in the future.
5. I also aim to include information about transport organizations, their locations and contacts that can help organize children's tourism on the website. This allows users to individually plan their trips according to their own preferences.
6. I would also like to post information about the beautiful and comfortable hotels in our country that have facilities for children. With this, web site users can find what they need among other hotels.
7. In order to gain impressions, I want to post video content on the website in addition to pictures in the Gallery section. These videos feature travel bloggers' views on children tourism in Uzbekistan.

8. In order to improve the quality of the website dedicated for children's tourism in Uzbekistan, in the future I am planning to develop an improved version of the current logo and at the same time create a slogan that represents the goals of the website.
9. Establishing cooperation with state tourism organizations in the future.

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