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## THE EXPERIENCE AND ENLIGHTENMENT OF THE DEVELOPMENT OF INTERNATIONAL SENIOR TOURISM INDUSTRY TO CHINA

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### **Abstract**

With the continuous development of China's economy, people's living standards and quality have been significantly improved, and tourism for the elderly has gradually become a new fashion. China is one of the most aging and fastest growing major countries in the world. The size of the elderly population in China is increasing every year, so the development space of China's elderly tourism market is huge. Combining the current situation of international tourism for the elderly as inspiration, the current number of elderly people in China and the medical and health conditions in China are investigated and understood. This paper will analyze the "China elderly tourism market" as the research background and propose relevant solutions. It is hoped that these measures will help China's elderly tourism industry develop better and make it healthy and sustainable.

**Keywords:** elderly tourism, economic development, enlightenment, countermeasures

### ОПЫТ И ПРОСВЕТИТЕЛЬСКАЯ ДЕЯТЕЛЬНОСТЬ ПО РАЗВИТИЮ МЕЖДУНАРОДНОЙ ИНДУСТРИИ ТУРИЗМА ДЛЯ ПОЖИЛЫХ ЛЮДЕЙ В КИТАЕ

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### **Аннотация**

С непрерывным развитием экономики Китая, уровень и качество жизни людей значительно улучшились, и туризм для пожилых людей постепенно становится новой модой. Китай является одной из самых стареющих и быстрорастущих крупных стран мира. Численность пожилого населения в Китае увеличивается с каждым годом, поэтому пространство для развития китайского рынка туризма для пожилых людей огромно. Объединив текущую ситуацию международного туризма для пожилых людей в качестве источника вдохновения, можно исследовать и понять текущее количество пожилых людей в Китае, а также медицинские условия и состояние здоровья в Китае. В данной статье будет проанализирован "рынок туризма для пожилых людей Китая" в качестве фона исследования и предложены соответствующие решения. Есть надежда, что эти меры помогут индустрии туризма для пожилых людей Китая развиваться лучше и сделают ее здоровой и устойчивой.

**Ключевые слова:** туризм для пожилых людей, экономическое развитие, просвещение, контрмеры

XITOUYGA XALQARO YUQORI DARAJADAGI TURIZM SANOATINI RIVOJLANTIRISH TAJRIBASI VA  
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### **Annotatsiya**

Xitoy iqtisodiyotining uzluksiz rivojlanishi bilan odamlarning turmush darajasi sezilarli darajada yaxshilandi va keksalar uchun turizm asta-sekinlik bilan yangi faoliyatga aylandi. Xitoy dunyodagi eng keksaygan va eng tez rivojlanayotgan yirik davlatlardan biridir. Xitoyda keksa aholi soni yildan yilga ortib bormoqda, shuning uchun Xitoyning keksa turizm bozorining rivojlanish maydoni juda katta. Qariyalar uchun turizmning hozirgi holatini tushungan holda, Xitoyda keksa aholining hozirgi soni va Xitoydagi tibbiyot va keksalar sog'lig'ining holati o'rganildi. Ushbu maqola "Xitoy keksa turizm bozori" ni tadqiqot asosi sifatida tahlil qiladi va tegishli echimlarni taklif qiladi. Ushbu chora-tadbirlar Xitoyning keksa turizm sanoatini yaxshiroq rivojlantirishga va uni sog'lom va barqaror qilishga yordam beradi deb umid qilamiz.

**Kalit so'zlar:** qariyalar turizmi, iqtisodiy rivojlanish, Xitoy turizimi, qarshi choralar

### **Introduction**

Development of foreign senior tourism industry

There is already a complete industrial chain for senior tourism in Japan.

In Japan's elderly tourism, the "Tourism Founding Action Plan" is implemented, which organically combines the development of tourism products with the elderly's elderly care needs, and innovates elderly rural tourism, elderly hot spring tourism, elderly medical tourism, and elderly cultural tourism that meet the needs of the elderly. Focusing on the needs of the elderly for food, housing, transportation, travel, entertainment, use, medicine, and education, Japan's tourism and pension industry has formed the elderly catering industry, the elderly real estate industry, the tourism transportation service industry, the scenic spot industry, the entertainment industry, Daily necessities industry, medical and health care industry, education and culture industry, etc. are the core industrial systems that constitute the main body.

### **The development of senior tourism in the United States**

The United States is a country with a legal system, and the rapid development of the tourism and elderly care industry in the United States benefits from a sound legal policy system. Because the elderly's travel and pension consumption is high-end consumption, it needs a certain economic foundation to support. In order to ensure that the elderly still have an appropriate income to maintain their standard of living after retirement, the US government has successively issued laws such as the Social Security Act, the Citizens Charter for Seniors, and the Elderly Americans Act. Some laws of the U.S. government aimed at the general public have specially set provisions to protect the rights and interests of the elderly, such as the Food Stamp Act, Housing Assistance, and National Tourism Law. The perfect legal and policy system in the United States not only protects the rights and interests of the elderly in tourism and pensions at the legal level, but also provides a complete legal framework for regulating the development of the tourism and pension industry, thus ensuring that the tourism and pension industry in the United States will be standardized and orderly from the very beginning. development route.

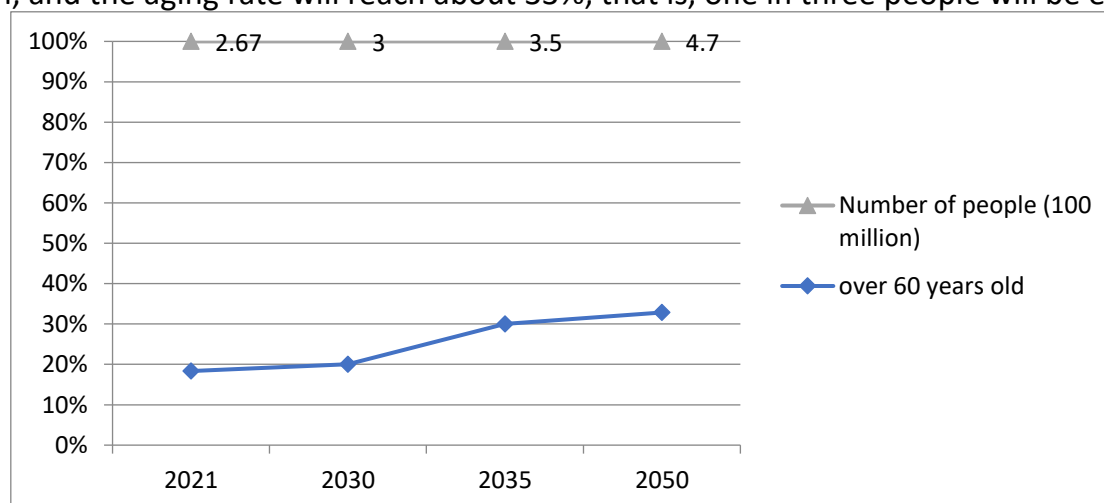
In the United States, leisure and entertainment activities such as nursing homes for the elderly, rehabilitation centers for the elderly, hospitals for the elderly, clubs for the elderly, colleges for the elderly, restaurants for the elderly, service centers for the elderly, employment and training centers for the elderly, research institutes for elderly issues, and consulting services for the elderly facility. The complete elderly care service facilities and supporting services provide the elderly with high-quality tourism elderly care services, which are highly welcomed by the market.

### **Tourism and pension industry in France**

The French government vigorously supports the development of the elderly care service industry, thus promoting the rapid development of the elderly care industry including tourism and elderly care industry. Unlike the United States, the French government actively participates in the construction and operation of public pension institutions, providing comprehensive services for the elderly, including tourism pensions, and the government bears 90% of the cost. France has provided sufficient talents for the development of the tourism and elderly care industry by establishing a training mechanism for professional elderly care talents. The vocational training for social welfare practitioners is subdivided into 14 types, including vocational training for elderly care services, etc. The elderly personnel training institutions invested and constructed by the government are invested and constructed by the state finance and are responsible for operation and management, which are non-profit public welfare institutions. Provide various discounts to pension trainees. In order to attract outstanding talents to engage in the elderly care service industry, the French government provides various preferential measures for elderly care practitioners.

### **Main features of tourism for the elderly in China**

By the end of 2021, China's elderly population aged 60 and above reached 267 million, accounting for 18.9% of the total population; the number of elderly people aged 65 and above reached more than 200 million, accounting for 14.2% of the total population. According to estimates, it is estimated that in 2030, the total population of elderly people aged 60 and above will exceed 300 million, accounting for more than 20%, entering a stage of moderate aging. Around 2035, the number of elderly people aged 60 and above will exceed 400 million, accounting for more than 30% of the total population, entering a stage of severe aging. It is estimated that by 2050, China's elderly population will rise to 470 million, and the aging rate will reach about 33%, that is, one in three people will be elderly.



**From the overall perspective of the tourism industry, the tourism economy of the elderly in China has the following characteristics**

### **First of all, the elderly has a strong willingness to travel**

Most of the elderly have retired, or have no burden in their families, and because they are relatively prosperous in material living conditions, they have accumulated a certain amount of wealth. However, as children get married or work is busy, the family becomes deserted, and the pursuit of spiritual satisfaction becomes very important at this time. Therefore, the elderly should travel frequently. In the process, they can not only enjoy the natural scenery, broaden their horizons, increase their knowledge, but also communicate with more people, experience the joy of life, and eliminate the loneliness caused by the deserted family. Therefore, the vast majority of the elderly in China have a strong desire to

travel.

### **The travel time of the elderly is more flexible, which is different from that of the young**

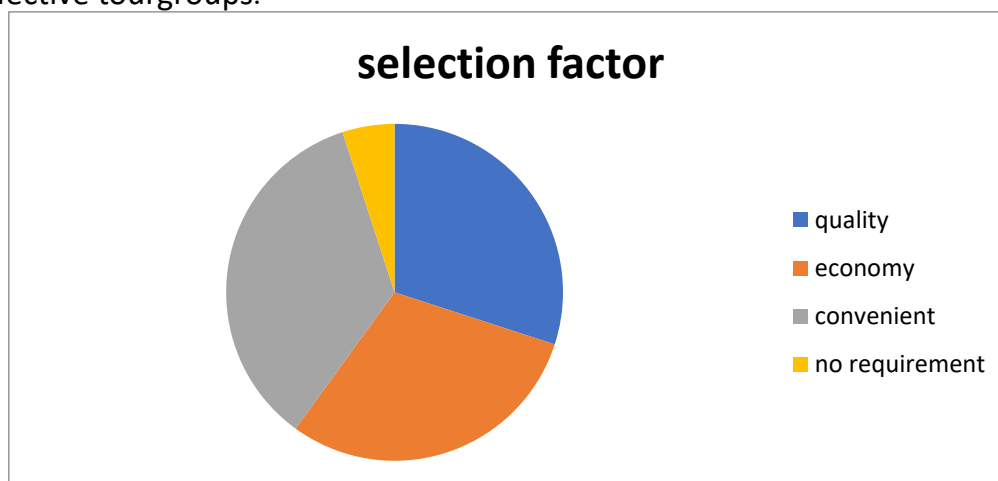
The elderly do not need to work, and most of them can stay at home without work. Compared with young people, they have more time. Therefore, the elderly have great freedom in choosing travel time, and they will not be limited to holidays. At the same time, with the improvement of modern medical conditions and the general promotion of fitness exercises, the physical fitness of the elderly has been significantly improved, and they can better adapt to the fatigue of traveling. So, as long as the tourism program is attractive, most seniors can travel anytime.

### **Diversified development of tourism demand**

The elderly like to miss the old times, prefer to travel in places that are familiar to the past, and there are few existing places, and also like the tourism environment that is conducive to physical and mental health, especially with the increase of the age of the elderly, health has become the concern of the elderly. Focus. Therefore, the tourism of the elderly is mainly based on sightseeing, fitness and recuperation, visiting relatives and friends, so that not only can they stay away from the noise and crowded people in the city, but also enjoy relaxing and free travel activities in the quiet and beautiful lakes and mountains, so as to achieve health care. Purpose. Furthermore, the elderly are deeply influenced by Chinese history and traditional culture, and they have a special nostalgic and homesickness complex. Therefore, those tourism based on cultural history, red nostalgia, landscape sightseeing, health care, city sightseeing, etc. have always been the elderly. Favored objects, and they are no longer satisfied with the way of traveling, but they are more in pursuit of slow-paced and thorough travel, and the travel needs of the elderly tend to be diversified.

### **Senior tourism pays attention to tourism cost performance and service**

Most of the elderly in China at this stage have experienced natural disasters for three years, and have personally experienced or heard of the hardships and difficulties of those years. Therefore, most of the elderly who come from this stage live frugally and do not like to spend money indiscriminately. Of course, with the general improvement of living standards at present, the elderly no longer blindly pursue low prices, but pay more attention to cost-effectiveness. According to relevant surveys, about 30% of elderly consumers pay attention to quality factors such as quality, and about 30% of elderly consumers Economic factors such as price will be considered. At the same time, about 35% of the elderly consider factors such as convenience and trouble-free, and 5% of the elderly have no requirements for the quality of travel. It can be seen that most of the elderly are more willing to participate in cost-effective tourgroups.



**Quality 30%, Economy 30%, Convenient 35%, No requirement 5 %**

**The elderly prefers to travel in groups**

For most elderly people in the choice of travel mode, compared to the form of group travel, first of all, this is determined by the special psychological and physiological needs of the elderly. When the elderly gets older, their movements are slow, their legs and feet are not agile enough, and their physical health deteriorates. They need to take care of each other in groups. Secondly, most elderly people do not like to be alone. These characteristics determine that they like to travel together. Therefore, due to the consideration of various factors such as physical energy, safety and convenience, the elderly attaches great importance to the advantages of group travel, which can save trouble and worry.

#### **Literature review**

##### **The necessity of developing elderly tourism**

In order to meet the spiritual entertainment needs of the elderly and actively respond to the aging population, the Chinese government's macro policies are also guiding and encouraging enterprises to provide elderly tourism service products. "Several Opinions of the State Council on Accelerating the Development of the Elderly Service Industry" (Guo Fa [2013] No. 35) pointed out that attention should be paid to ensuring and improving the lives of the elderly, and actively expanding leisure travel services for the elderly. "Several Opinions of the State Council on Promoting the Reform and Development of Tourism" (Guo Fa [2014] No. 31) clearly proposes to vigorously develop tourism for the elderly, and actively develop multi-level and diversified leisure and health care for the elderly in combination with the development of the elderly service industry and health service industry. Vacation products. The former National Tourism Administration promulgated the "Guidelines for Travel Aged Travel Service for Travel Agencies", which proposed a service standard system for the elderly in view of the travel agency's travel situation for the elderly.

China is actively developing the elderly tourism market to alleviate a series of problems caused by the intensification of aging, to a certain extent, it will greatly promote the elderly to devote themselves to life with a more positive and healthier attitude, and promote the healthy and orderly development of the entire elderly tourism industry., contribute to the healthy development of China's socialist harmonious society.

##### **Elderly tourism can improve the quality of life of the elderly**

Many elderly people have a large psychological gap after retirement, and are prone to suffer from "retirement syndrome", which is characterized by irritability, anxiety, negativity and other symptoms, which not only affects the physical and mental health of the elderly, but also affects the harmonious relationship between families, relatives and friends. By participating in tourism activities, the elderly can not only enjoy the fun brought by tourism services, but also reposition their later years, find new goals in their later years, and discover the joys of their later years, so as to quickly adapt to role changes and continuously improve their quality of life.

##### **Enrich the spiritual and cultural life of the elderly**

With the implementation of the family planning policy and the acceleration of urbanization, there are more and more "elderly people who have lost their only child" and "empty nesters" in China. Although most of the elderly have no worries about food and clothing, they often endure loneliness and loneliness, and even suffer from diseases, and their mental state is worrying. Travel is a process of making friends and enriching the spiritual world. Diversified tourism services not only help the elderly to relieve loneliness, increase their knowledge, and broaden their horizons, but also enable the elderly to find self-confidence and rejuvenate in the process of enjoying tourism services, and continuously enrich their spiritual and cultural life.

##### **Elderly tourism promotes the development of the elderly consumer market**

With the continuous improvement of China's aging degree, actively and effectively coping with aging will become a major social problem in China in the future and for a long period of time. As a submarket of the elderly consumer market, the development of the



elderly tourism market will not only promote the development of the overall tourism market, but also drive the development of other elderly consumer markets.

As an important tourist source country in China, the USA tourists market has attracted some scholars attention. For example, by analyzing the preference behavior of the USA tourists in China, Yaofeng MA, et al. [1] summed up the USA tourists' preference rules to the tourism products, travel mode, etc. From the perspective of demography, Derong LIN [2] analyzed the USA tourists age, occupation and gender, etc. Hongbo ZHANG [3] conducted a comparative study of the USA and Japanese tourists' consumption behavior. Agudam [4] explored the USA tourists' market for travelling to China and the corresponding Chinese tourism products from a cross-cultural perspective. Hong PAN, et al. [5] researched on the tourist market of the USA tourists for travelling to China.

The empirical analysis of foreign tourist source market is one of the important contents of China's inbound tourism research, among which important tourist source countries such as South Korea, Japan, ASEAN and the United States are the research hotspots. Australia has been one of China's top 15 tourist source countries for more than 30 years and is China's most important tourist source country in the southern hemisphere. However, the research on the Australian tourist source market in China started relatively late, and the amount of literature is relatively limited.

Wan Xiantian believes that the basic characteristics of the Australian travel market in China are: traditional routes, sightseeing products and mid-to-high-end price products. In the future, the coverage of routes will be expanded, self-service tourism will be more inclined, and business will be more popular. Trends for travelers. Guo Yingzhi [6] believes that the Australian market in China has seven characteristics, namely: flexible travel plans, more and more individual tourists, willingness to transfer to other countries, strong seasonality, mainly 25 and 50 years old, favoring Chinese traditions. Cultural and business tourists have huge potential. Lin Longfei [7] summed up five characteristics of the Australian market in China, namely low tourism consumption, balanced gender ratio, long stay time, relatively concentrated age and region, and strong interest in oriental culture. The five aspects of product structure, service quality, publicity and promotion have put forward the market expansion strategy. Tian Liyuan [8] compared the tourism consumption behavior of Australian tourists and Chinese citizens, and found that due to differences in cultural values, the two countries have great differences. Yang Hua [9] summarized the basic characteristics of Australian tourists to China as follows: interest in Chinese culture, especially ethnic customs, occupations are mainly professional and technical personnel and business people, relatively concentrated in regions and ages, mainly individual tourists, stay At the same time, the author also pointed out that the winter scenery of Jiuzhaigou scenic spot is more attractive to Australian tourists, and it is possible to plan off-season tourism promotions.

From the above literature, it can be found that domestic scholars have a very broad consensus on the characteristics of the Australian tourist source market in China, but these literatures lack specific data demonstration.

### **Research methodology**

To resolve a research problem, methodology in research means a systematic method. The methodology is used to gather data through concluding the research data, using various techniques, and providing an interpretation of the data gathered. As a whole, a research methodology is the blueprint of a study or plan. (Murthy & Bhojanna 2009, 32.)

(1) Based on secondary data:

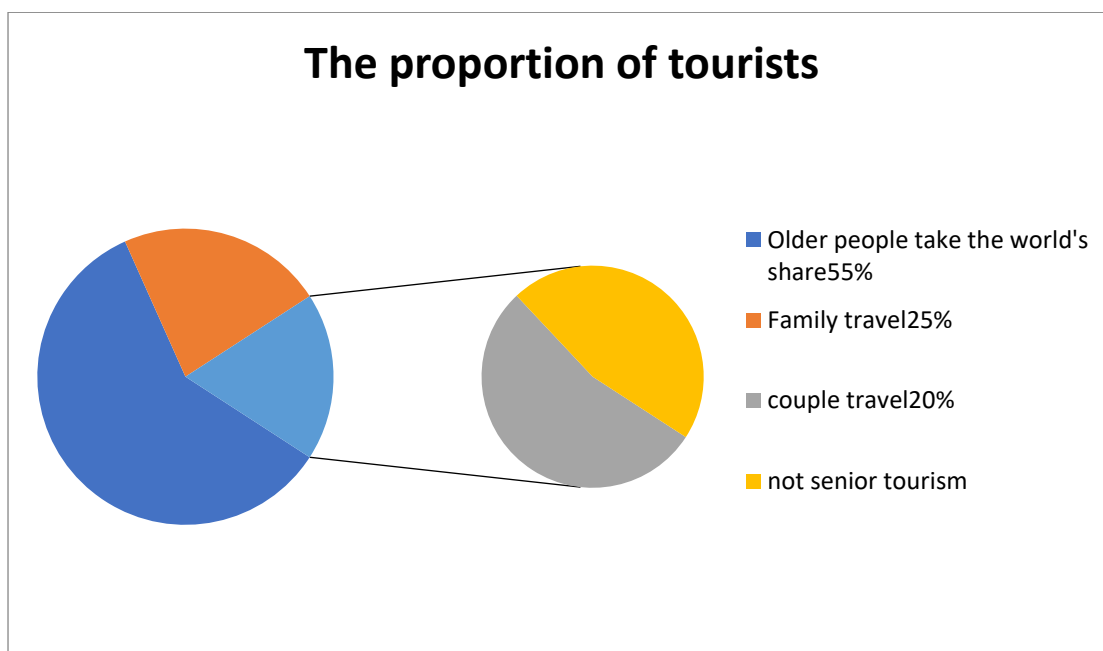
- Journals;
- Research paper;
- Books;
- Websites;

(2) This paper is mainly based on a mixed research method that helps to explore the impact of industrial tourism on economic models - transformation of zhengzhou's economic model.

### **Analysis and results**

#### **Problems existing in the development of tourism for the elderly in China**

At present, the proportion of China's elderly tourism market in the tourism market is still relatively low, and the development of elderly tourism lags behind the situation of population aging. According to statistics from the World Travel and Tourism Council, senior tourism accounts for as high as 50-60% of the world tourism market share, but less than 20% in China.



**Generally speaking, there are the following main problems in the development of elderly care tourism in China**

#### **The elderly tourism market needs to be regulated.**

At present, the scale of operation of China's travel agency industry is relatively scattered and the degree of concentration is insufficient. Small-scale travel agencies occupy the absolute majority and are mixed, making it difficult for market supervision to effectively cover. Under the guise of "Sunset Red", some travel agencies provide services of "selling dog meat with sheep's heads" to deceive the elderly, which seriously damages the industry's image and turns "Sunset Red" into "coaxing the sunset".

#### **The elderly tourism products are not rich enough**

The elderly group has specific preferences for tourism products, pays more attention to the comfort of transportation and accommodation, and travel routes tend to be slow-paced, their consumption concepts are more rational, and the consumption level is not high. In China, due to the relatively low profit of tourism products for the elderly, most travel agencies lack exploration and attention to the elderly tourism market, and the degree of specialization is low, resulting in few types of tourism products suitable for the elderly in the tourism market. Even the more typical elderly tourism products, such as the "Sunset Red Special Train", are not rich in product types and connotations.

#### **There is a lack of sound medical security services for elderly tourism**

Due to the lack of strength of their own bodies and relatively poor physical fitness, the elderly group may have sudden illnesses and health problems during the travel process, which is very challenging for travel agencies. But at present, there are still relatively few

travel agencies that can provide sound medical security services, which makes the elderly have certain worries when they choose to travel.

#### **The elderly travel insurance system is not yet perfect**

Due to the relatively poor physical and health conditions of the elderly, many insurance companies are reluctant to provide insurance for the elderly, and there are few related insurance types. Insurance companies only provide travel accident insurance for elderly tourists, not sudden illness insurance. If the elderly need rescue and treatment during the trip, the travel agency only pays part of the medical expenses, and finally the elderly tourists pay.

#### **The prices of tourism products for the elderly are relatively high**

Most of the current elderly groups are post-40s and post-50s. Although they have certain spending power, their attitude towards life is still relatively frugal. Therefore, the price of tourism products is an important factor for the elderly group to make travel judgments. At present, the price of tourism products for the elderly is still high, which affects the willingness of the elderly to travel.

#### **Countermeasures and suggestions for China's elderly tourism**

To promote and speed up the development of the elderly tourism market, it is necessary to seriously pay attention to and actively deal with the above problems. It is recommended to start from the following aspects:

##### **Pay attention to the development of the elderly tourism product system**

Combined with the market demand for tourism for the elderly in China, we will increase the development of tourism projects and products that meet the requirements of the elderly. The first is to design and develop marriage commemorative tourism products, aiming at the characteristics of nostalgia and compensating for the lack of previous consumption, and adapt to the introduction of products and projects for the elderly's golden wedding and silver wedding travel. The second is to design and develop tourism products for rehabilitation and health care, make full use of tourism resources such as seaside and hot springs, and add and develop project activities such as health care tourism and rehabilitation tourism. The third is to design and develop hobby tourism products, and promote characteristic tourism projects and products for the elderly around the hobbies and hobbies of the elderly such as painting and calligraphy, flowers, fishing, and martial arts.

##### **Improve the service supervision system of senior tourism**

Strengthen the macro management of government departments and the role of industry associations, explore and improve the standardized and process-based service standard system for senior tourism, actively promote cooperation and brand sharing among enterprises, and promote the expansion of regional senior tourism markets. Formulate and issue a long-term plan for the development of the tourism industry for the elderly, increase policy inclination and support, give play to the functional role of the government tourism authority, and continuously promote the sustainable and rapid development of tourism for the elderly.

##### **Improve the old-age insurance system and medical insurance system**

Expand the coverage of endowment insurance, increase the income of retirees, effectively improve the living standards of the elderly, and realize "the old age has support". At the same time, comprehensively implement the medical settlement of medical insurance in the city and the province, promote the settlement of medical insurance in different places as soon as possible, and facilitate the medical needs of the elderly when traveling in different places.

##### **Vigorously carry out community-aid tourism services for the elderly**

At present, the hardware construction for the elderly in the community has been improved to a certain extent, but the service construction capacity still needs to be strengthened. Similar to the organization of tours by units, the elderly who travel are living



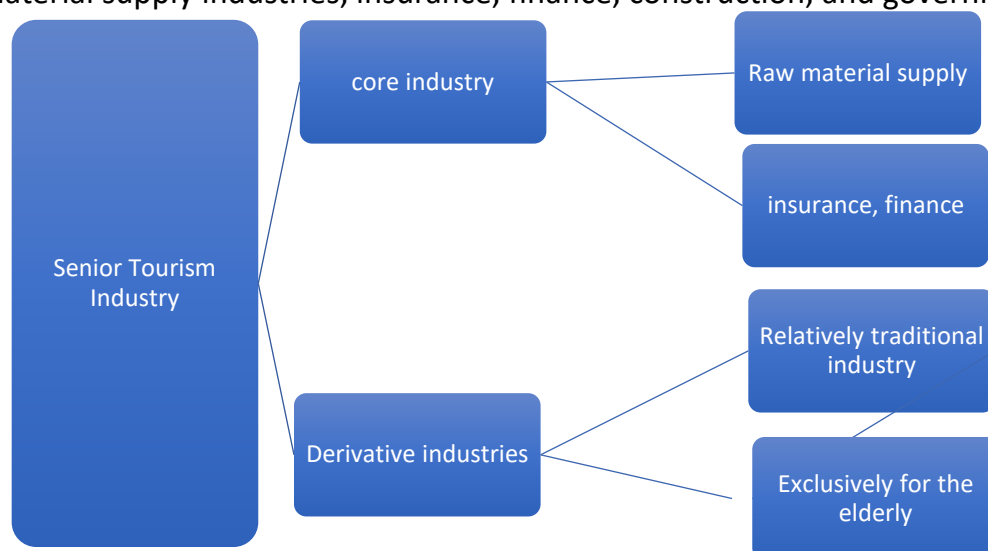
close together, and they often play cards and chess together. Traveling together will be extra relaxed, and the neighborhood committee will charter a car to make it more convenient for the elderly to travel. Therefore, community-organized travel for the elderly, especially short-distance travel, is worthy of vigorous development.

### **Integrate the development of the tourism industry for the elderly at home and abroad to form a perfect industrial chain**

Developed countries abroad have formed a complete tourism and elderly care industry chain, which can not only meet the needs of the elderly in all aspects of food, housing, transportation, travel, entertainment, use, medical care, support, and education, but also form industrial agglomeration and scale effects. It is beneficial to improve the profitability and supply level of the industry.

### **The elderly tourism industry promotes the development of related core industries and derivative industries**

The core industries include catering for the elderly, real estate for the elderly, tourism and transportation services, scenic spots, entertainment, daily necessities, medical and health care, education and culture, etc. Relevant industries include food production and processing industry, elderly products manufacturing industry, tourism consulting service industry, domestic service industry, information consulting service industry, labor service industry, public service industry, and other special industries. Derivative industries include raw material supply industries, insurance, finance, construction, and government services.



### **The elderly tourism industry promotes the harmonious development of the overall economy**

The breadth of the value chain of the elderly tourism industry, and the depth of the value chain of the tourism and elderly care industry, in order to maximize the profit space of the elderly tourism industry. According to the elderly's tourism and pension needs, the breadth of the tourism industry chain should be expanded, and more industries will be included in the category of the tourism industry, so as to expand the boundaries of the tourism industry and obtain profits from related industries. The elderly tourism industry needs to deepen product segmentation and product innovation. Through resource sharing and functional complementarity, the maximum value aggregation effect can be obtained, thereby promoting the harmonious development of the overall economy.

### **Conclusion**

To sum up, because senior tourism has dual attributes of public welfare and market,

most developed foreign senior tourism industries have complete laws, regulations and policies for industrial development. The elderly tourism industry that has been formed is a highly market-oriented industry. The government and various social entities divide labor and cooperate to perform their own duties, and gradually form an operation mechanism under the macro guidance of the government, the leadership of social capital management, and the extensive participation of various forces, so as to achieve a development pattern in which the market entities and government guidance of the tourism and elderly care industry complement each other.

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