

YASHIL

IQTISODIYOT & TARAQQIYOT

Ijtimoiy, iqtisodiy, texnologik, ilmiy, ommabop jurnal

GREEN ECONOMY AND DEVELOPMENT

Social, Economic, Technological, Scientific and Popular Science Journal

2026-YIL / SENTABR /
9-SON, II-QISM

Google
scholar

RePEc
RESEARCH PAPERS
IN ECONOMICS



ISSN: 2992-8982

<https://yashil-iqtisodiyot-taraqqiyot.uz/>



IQTISODIYOT & TARAQQIYOT

Ijtimoiy, iqtisodiy, texnologik, ilmiy, ommabop jurnal

Bosh muharrir:

Sharipov Kongiratbay Avezimbetovich

*Elektron nashr. 2026-yil, sentabr.
II-qism*

Bosh muharrir o'rinbosari:

Karimov Norboy G'aniyevich

Muharrir:

Qurbonov Sherzod Ismatillayevich

Tahrir hay'ati:

Salimov Oqil Umrzoqovich, O'zbekiston Fanlar akademiyasi akademigi
Abduraxmanov Kalandar Xodjayevich, O'zbekiston Fanlar akademiyasi akademigi
Sharipov Kongiratbay Avezimbetovich, texnika fanlari doktori (DSc), professor
Rae Kvon Chung, Janubiy Koreya, TDIU faxriy professori, "Nobel" mukofoti laureati
Osman Mesten, Turkiya parlamenti a'zosi, Turkiya – O'zbekiston do'stlik jamiyati rahbari
Axmedov Durbek Kudratillayevich, iqtisodiyot fanlari doktori (DSc), professor
Axmedov Sayfullo Normatovich, iqtisodiyot fanlari doktori (DSc), professor
Abduraxmanova Gulnora Kalandarovna, iqtisodiyot fanlari doktori (DSc), professor
Kalonov Muxiddin Baxritdinovich, iqtisodiyot fanlari doktori (DSc), professor
Siddiqova Sadoqat G'afforovna, pedagogika fanlari bo'yicha falsafa doktori (PhD)
Xudoyqulov Sadirdin Karimovich, iqtisodiyot fanlari doktori (DSc), professor
Maxmudov Nosir, iqtisodiyot fanlari doktori (DSc), professor
Yuldashev Mutallib Ibragimovich, iqtisodiyot fanlari doktori (DSc), professor
Samadov Asqarjon Nishonovich, iqtisodiyot fanlari nomzodi, professor
Slizovskiy Dimitriy Yegorovich, texnika fanlari doktori (DSc), professor
Mustafakulov Sherzod Igamberdiyevich, iqtisodiyot fanlari doktori (DSc), professor
Axmedov Ikrom Akramovich, iqtisodiyot fanlari doktori (DSc), professor
Eshtayev Alisher Abdug'aniyevich, iqtisodiyot fanlari doktori (DSc), professor
Xajiyev Baxtiyor Dushaboyevich, iqtisodiyot fanlari doktori (DSc), professor
Hakimov Nazar Hakimovich, falsafa fanlari doktori (DSc), professor
Musayeva Shoiraz Azimovna, iqtisodiyot fanlari bo'yicha falsafa doktori (PhD), professor
Ali Konak (Ali Ko'nak), iqtisodiyot fanlari doktori (DSc), professor (Turkiya)
Cham Tat Huei, falsafa fanlari doktori (PhD), professor (Malayziya)
Foziljonov Ibrohimjon Sotvoldixo'ja o'g'li, iqtisodiyot fanlari bo'yicha falsafa doktori (PhD), dots.
Faxridinov Zafarjon Faxridin o'g'li, O'zb. Res. Bosh prokuraturasi HIJQKD boshqarma boshlig'i
Utayev Uktam Choriyevich, Anijon viloyati prokurorining o'rinbosari
Ochilov Farkhod, O'zb. Res. Bosh prokuraturasi IJQK Departamentining Namangan viloyati boshqarmasi boshlig'i
Buzrukhonov Sarvarxon Munavvarxonovich, iqtisodiyot fanlari nomzodi, dotsent
Axmedov Javohir Jamolovich, iqtisodiyot fanlari bo'yicha falsafa doktori (PhD)
Toxirov Jaloliddin Ochil o'g'li, texnika fanlari bo'yicha falsafa doktori (PhD), katta o'qituvchi
Bobobekov Ergash Abdumalikovich, iqtisodiyot fanlari bo'yicha falsafa doktori (PhD), v.b. dots.
Djudi Smetana, pedagogika fanlari nomzodi, dotsent (AQSH)
Krissi Lyuis, pedagogika fanlari nomzodi, dotsent (AQSH)
Glazova Marina Viktorovna, Iqtisodiyot fanlari doktori (Moskva)
Nosirova Nargiza Jamoliddin qizi, iqtisodiyot fanlari bo'yicha falsafa doktori (PhD), dotsent
Sevil Piriyeva Karaman, falsafa fanlari doktori (PhD) (Turkiya)
Mirzaliyev Sanjar Makhamatjon o'g'li, TDIU ITI departamenti rahbari
Ochilov Bobur Baxtiyor o'g'li, TDIU katta o'qituvchisi
Golisheva Yelena Vyacheslavovna, Iqtisodiyot fanlari nomzodi, dotsent.
Abdukarimova Dinara Rustamxanovna, bank-moliya akademiyasi professori, DSc., professor.
Ikramov Murod Akramovich, iqtisodiyot fanlari doktori (DSc), professor
Nazarova Ra'no Rustamovna, iqtisodiyot fanlari doktori (DSc), professor



IQTISODIYOT & TARAQQIYOT

Ijtimoiy, iqtisodiy, texnologik, ilmiy, ommabop jurnal

Editorial board:

Salimov Okil Umrzokovich, Academician of the Academy of Sciences of Uzbekistan
Abdurakhmanov Kalandar Khodjayevich, Academician of the Academy of Sciences of Uzbekistan
Sharipov Kongirاتبay Avezimbetovich, Doctor of Technical Sciences (DSc), Professor
Rae Kwon Chung, South Korea, Honorary Professor at TSUE, Nobel Prize Laureate
Osman Mesten, Member of the Turkish Parliament, Head of the Turkey–Uzbekistan Friendship Society
Akhmedov Durbek Kudratillayevich, Doctor of Economic Sciences (DSc), Professor
Akhmedov Sayfullo Normatovich, Doctor of Economic Sciences (DSc), Professor
Abdurakhmanova Gulnora Kalandarovna, Doctor of Economic Sciences (DSc), Professor
Kalonov Mukhiddin Bakhridinovich, Doctor of Economic Sciences (DSc), Professor
Siddikova Sadokat Gafforovna, Doctor of Philosophy (PhD) in Pedagogical Sciences
Khudoykulov Sadirdin Karimovich, Doctor of Economic Sciences (DSc), Professor
Makhmudov Nosir, Doctor of Economic Sciences (DSc), Professor
Yuldashev Mutallib Ibragimovich, Doctor of Economic Sciences (DSc), Professor
Samadov Askarjon Nishonovich, Candidate of Economic Sciences, Professor
Slizovskiy Dmitriy Yegorovich, Doctor of Technical Sciences (DSc), Professor
Mustafakulov Sherzod Igamberdiyevich, Doctor of Economic Sciences (DSc), Professor
Akhmedov Ikrom Akramovich, Doctor of Economic Sciences (DSc), Professor
Eshtayev Alisher Abduganiyevich, Doctor of Economic Sciences (DSc), Professor
Khajiyev Bakhtiyor Dushaboyevich, Doctor of Economic Sciences (DSc), Professor
Khakimov Nazar Khakimovich, Doctor of Philosophy (DSc), Professor
Musayeva Shoira Azimovna, Doctor of Philosophy (PhD) in Economic Sciences, Professor
Ali Konak, Doctor of Economic Sciences (DSc), Professor (Turkey)
Cham Tat Huei, Doctor of Philosophy (PhD), Professor (Malaysia)
Foziljonov Ibrokhimjon Sotvoldikhoja ugli, Doctor of Philosophy (PhD) in Economic Sciences, Associate Professor
Fakhridinov Zafarjon Fakhridin ogli, Head of the DCEC under the Prosecutor General's Office of the Rep. of Uzb.
Utayev Uktam Choriyevich, Deputy Prosecutor of Anijan Region
Ochilov Farkhod, Head of the Namangan Regional Department of the Department of Internal Affairs of Rep. of Uzb.
Buzrukkhonov Sarvarkhon Munavvarkhonovich, Candidate of Economic Sciences, Associate Professor
Akhmedov Javokhir Jamolovich, Doctor of Philosophy (PhD) in Economic Sciences
Tokhirov Jaloliddin Ochil ugli, Doctor of Philosophy (PhD) in Technical Sciences, Senior Lecturer
Bobobekov Ergash Abdumalikovich, Doctor of Philosophy (PhD) in Economic Sciences, Acting Associate Professor
Judi Smetana, Candidate of Pedagogical Sciences, Associate Professor (USA)
Chrissy Lewis, Candidate of Pedagogical Sciences, Associate Professor (USA)
Glazova Marina Victorovna, Doctor of Sciences in Economics (Moscow)
Nosirova Nargiza Jamoliddin kizi, Doctor of Philosophy (PhD) in Economic Sciences, Associate Professor
Sevil Piriyea Karaman, Doctor of Philosophy (PhD) (Turkey)
Mirzaliyev Sanjar Makhamatjon ugli, Head of the Department of Scientific Research and Innovations, TSUE
Ochilov Bobur Bakhtiyor ugli, Senior lecturer at TSUI
Golisheva Yelena Vyacheslavovna, Candidate of Economic Sciences, Associate Professor.
Abdukariyeva Dinara Rustamkhanovna, Doctor of Economic Sciences (DSc), Professor
Ikramov Murod Akramovich, Doctor of Economic Sciences (DSc), Professor
Nazarova Ra'no Rustamovna, Doctor of Economic Sciences (DSc), Professor

Ekspertlar kengashi:

Berkinov Bazarbay, iqtisodiyot fanlari doktori (DSc), professor
Po'latov Baxtiyor Alimovich, texnika fanlari doktori (DSc), professor
Aliyev Bekdavat Aliyevich, falsafa fanlari doktori (DSc), professor
Isakov Janabay Yakubbayevich, iqtisodiyot fanlari doktori (DSc), professor
Xalikov Suyun Ravshanovich, iqtisodiyot fanlari nomzodi, dotsent
Rustamov Ilhomiddin, iqtisodiyot fanlari nomzodi, dotsent
Hakimov Ziyodulla Ahmadovich, iqtisodiyot fanlari doktori, dotsent
Kamilova Iroda Xusniddinovna, iqtisodiyot fanlari bo'yicha falsafa doktori (PhD)
G'afurov Doniyor Orifovich, pedagogika fanlari bo'yicha falsafa doktori (PhD)
Fayziyev Oybek Raximovich, iqtisodiyot fanlari bo'yicha falsafa doktori (PhD), dotsent
Tuxtabayev Jamshid Sharafetdinovich, iqtisodiyot fanlari bo'yicha falsafa doktori (PhD), dotsent
Xamidova Faridaxon Abdulkarim qizi, iqtisodiyot fanlari doktori, dotsent
Yaxshiboyeva Laylo Abdisattorovna, katta o'qituvchi
Babayeva Zuhra Yuldashevna, mustaqil tadqiqotchi
Komilova Nilufar Karshiboyevna, Geografiya fanlari doktori, professori
Umirzoqov Ja'sur Artiqboy o'g'li, iqtisodiyot fanlari doktori (DSc), dotsent
Zebo Kuldasheva, iqtisodiyot fanlari doktori (DSc), dotsent

Board of Experts:

Berkinov Bazarbay, Doctor of Economic Sciences (DSc), Professor
Pulatov Bakhtiyor Alimovich, Doctor of Technical Sciences (DSc), Professor
Aliyev Bekdavat Aliyevich, Doctor of Philosophy (DSc), Professor
Isakov Janabay Yakubbayevich, Doctor of Economic Sciences (DSc), Professor
Khalikov Suyun Ravshanovich, Candidate of Economic Sciences, Associate Professor
Rustamov Ilhomiddin, Candidate of Economic Sciences, Associate Professor
Khakimov Ziyodulla Akhmadovich, Doctor of Economic Sciences, Associate Professor
Kamilova Iroda Xusniddinovna, Doctor of Philosophy (PhD) in Economics
Gafurov Doniyor Orifovich, Doctor of Philosophy (PhD) in Pedagogy
Fayziyev Oybek Raximovich, Doctor of Philosophy (PhD) in Economics, Associate Professor
Tukhtabayev Jamshid Sharafetdinovich, Doctor of Philosophy (PhD) in Economics, Associate Professor
Khamidova Faridaxon Abdulkarimovna, Doctor of Economic Sciences, Associate Professor
Yakhshiboyeva Laylo Abdisattorovna, Senior Lecturer
Babayeva Zuhra Yuldashevna, Independent Researcher
Komilova Nilufar Karshiboyevna, Doctor of Geographical Sciences, Professor
Umirzokov Jasur Artiqboy ugli, Doctor of Economic Sciences (DSc), Associate Professor
Zebo Kuldasheva, Doctor of Economic Sciences (DSc), Associate Professor

- 08.00.01 Iqtisodiyot nazariyasi
- 08.00.02 Makroiqtisodiyot
- 08.00.03 Sanoat iqtisodiyoti
- 08.00.04 Qishloq xo'jaligi iqtisodiyoti
- 08.00.05 Xizmat ko'rsatish tarmoqlari iqtisodiyoti
- 08.00.06 Ekonometrika va statistika
- 08.00.07 Moliya, pul muomalasi va kredit
- 08.00.08 Buxgalteriya hisobi, iqtisodiy tahlil va audit
- 08.00.09 Jahon iqtisodiyoti
- 08.00.10 Demografiya. Mehnat iqtisodiyoti
- 08.00.11 Marketing
- 08.00.12 Mintaqaviy iqtisodiyot
- 08.00.13 Menejment
- 08.00.14 Iqtisodiyotda axborot tizimlari va texnologiyalari
- 08.00.15 Tadbirkorlik va kichik biznes iqtisodiyoti
- 08.00.16 Raqamli iqtisodiyot va xalqaro raqamli integratsiya
- 08.00.17 Turizm va mehmonxona faoliyati

Muassis: "Ma'rifat-print-media" MChJ

Hamkorlarimiz: Toshkent davlat iqtisodiyot universiteti,
O'zbekiston Respublikasi Bosh prokuraturasi huzuridagi Iqtisodiy
jinoyatlarga qarshi kurashish departamenti

Jurnalning ilmiyligi:

“Yashil” iqtisodiyot va
taraqqiyot” jurnali

O'zbekiston Respublikasi
Oliy ta'lim, fan va innovatsiyalar
vazirligi huzuridagi Oliy
attestatsiya komissiyasi
rayosatining
2023-yil 1-apreldagi
336/3-sonli qarori bilan
ro'yxatdan o'tkazilgan.



MUNDARIJA

TIJORAT BANKLARIDA KREDIT RISKLARINI BAHOLASH VA MUAMMOLI KREDITLARNI BARVAQT ANIQLASHNING SUN'YI INTELLEKTGA ASOSLANGAN MENEJMENT MODELINI TAKOMILLASHTIRISHNING NAZARIY ASOSLARI	14
Alovuddin Jamolov	
YASHIL TRANSPORT: BARQAROR RIVOJLANISH UCHUN IMKONIYAT VA ISTIQBOLLAR.....	19
Quliyev Begimqul Melikovich	
SAMARQAND VILOYATIDA MAHALLIY BUDJETLARDAN FOYDALANISH ISTIQBOLLARI	25
Uzakova Kamola Bexzodovna	
O'ZBEKISTONDA EKOTURIZMNI RIVOJLANTIRISHNING ZAMONAVIY TENDENSIYALARI VA ISTIQBOLLARI	31
Xolmurodova Moxichehra Dilmurodovna	
THE IMPACT OF FOREIGN DIRECT INVESTMENT ON ECONOMIC GROWTH IN UZBEKISTAN: EVIDENCE FROM AN ARDL BOUNDS TESTING APPROACH (2000–2024)	36
Ortikov Olloberdi Muzaffar o'g'li	
Rajabova Malika	
O'ZBEKISTONDA KICHIK BIZNESNI RIVOJLANTIRISH MUAMMOLARI VA ULARNI BARTARAF ETISH MEXANIZMLARI	44
Rustamova Dildora Jamshid qizi	
THIS STUDY EXAMINES BEIJING'S EXPERIENCE IN PROMOTING CROSS-BORDER E-COMMERCE IN TASHKENT FROM THE PERSPECTIVE OF REGIONAL COOPERATION	50
Wang Jiahao	
DORI VOSITALARIGA OID AXBOROTLARNI BUXGALTERIYA HISOBI VA HISOBOTLARIDA AKS ETTIRISH USLUBIYATINI TAKOMILLASHTIRISH	58
Yodgorov Xushvakt Mansurovich	
AGROSANOAT MAJMUINI MOLIVAVIY QO'LLAB-QUVVATLASHDA JAMLANMA DARAJA VA KANALLARARO TAKRORLANISHNI O'LCHASH METODIKASI: «YASHIL» YO'NALISHLAR MISOLIDA	63
Xudaynazarov Bekzod Akramovich	
ПУТИ ПОВЫШЕНИЯ КАЧЕСТВА АКТИВОВ И СТАБИЛЬНОСТИ КРЕДИТНОГО ПОРТФЕЛЯ В КОММЕРЧЕСКИХ БАНКАХ	69
Баймуратова Зина Акилбековна	
O'ZBEKISTONDA INVESTITSIYAVIY MUHITNI YANADA RIVOJLANTIRISH VA INFLYATSIYANING SALBIY OQIBATLARINI KAMAYTIRISH YO'NALISHLARI	75
Niyozov Asad Qosimovich	
YASHIRIN IQTISODIYOTNING NAZARIY EVOLYUTSIYASI VA UNI BAHOLASHNING ZAMONAVIY ILMIY YONDASHUVLARI	80
Afenov Nursultan Nugmatillayevich	
ARTIFICIAL INTELLIGENCE AND COMPETITIVE ADVANTAGE IN HIGHER EDUCATION: OPPORTUNITIES AND CHALLENGES.....	86
Boynazarova Iroda Mahmud qizi	
GREEN BONDS IN UZBEKISTAN: OPPORTUNITIES, INSTITUTIONAL DEVELOPMENT AND BARRIERS TO SUSTAINABLE FINANCE	92
Umarova Zulaykho Tursunovna	
YASHIL INVESTITSIYALARNI JALB QILISH ORQALI BARQAROR IQTISODIY O'SISHNI TA'MINLASH MEXANIZMLARI	97
Teshayev Zafarbek Zokirovich	



RAHBARLIK LAVOZIMLARIDA XOTIN-QIZLAR ULUSHI VA MAVJUD STROTEPLAR TAHLILI	103
Abduraxmonova Feruzabonu Abduraxmon qizi	
ARTIFICIAL INTELLIGENCE AND COMPETITIVE ADVANTAGE IN HIGHER EDUCATION: OPPORTUNITIES AND CHALLENGES.....	109
Boynazarova Iroda Mahmud qizi	
KATTA HAJMLI IQTISODIY MA'LUMOTLAR (BIG DATA) SHAROITIDA EKONOMETRIK BAHOLASH USULLARINING NAZARIY TRANSFORMATSIYASI.....	115
Zarikeyeva Miyasar Maratovna	
EFFECTIVE MECHANISMS FOR MANAGING ORGANIZATIONAL ECONOMIC SUSTAINABILITY IN THE PROCESS OF JOB OPTIMIZATION.....	121
Odilov Jakhongir Akram ugli	
KICHIK BIZNES SUBYEKTLARINI BANK KREDITLARI ORQALI MOLIVAVIY QO'LLAB-QUVVATLASH MEKANIZMINI TAKOMILLASHTIRISH YO'LLARI.....	128
Abdullayev Ahrorjon Akmaljon o'g'li	
ZARGARLIK XIZMATLARI BOZORINI RIVOJLANTIRISHDA PERFORMANCE MARKETINGDAN FOYDALANISH IMKONIYATLARI.....	134
Azizova Roxila Baxodir qizi	
IQTISODIYOT NAZARIYASI: NAZARIY ASOSLARDAN AMALIYOTGACHA BO'LGAN IQTISODIY JARAYONLARNI RIVOJLANTIRISH YO'LLARI	139
Xamdamov Amriddin Xamdam o'g'li	
УПРАВЛЕНИЕ И ПРИНЯТИЕ РЕШЕНИЙ В УСЛОВИЯХ ЦИФРОВОЙ ТРАНСФОРМАЦИИ.....	145
Taravat Abdul Salam	
ПОВЕДЕНЧЕСКИЙ ПОДХОД В ГОСУДАРСТВЕННОМ УПРАВЛЕНИИ РАЗВИТИЕМ ПРЕДПРИНИМАТЕЛЬСТВА: ТЕОРЕТИКО-МЕТОДОЛОГИЧЕСКИЕ ОСНОВЫ И КОНЦЕПТУАЛЬНАЯ МОДЕЛЬ	152
Икрамова Нодира Бурхон кизи	
STOCK MARKET DEVELOPMENT IN UZBEKISTAN, 2023–2026: INSTITUTIONAL REFORM, PRIVATIZATION, AND EVIDENCE FROM PRIMARY EXCHANGE MICRODATA.....	159
Alekperova Dilshodakhon	
Toshkentov Kuvonchbek	
TADBIRKORLIK SUBYEKTLARINI MOLIVAVIY QO'LLAB-QUVVATLASHDA TIJORAT BANKLARINING O'RNI.....	167
Bozorov Ilyos Isomiddinovich	
TIJORAT BANKLARINING KAPITAL BAZASINI MUSTAHKAMLASHDA ZAMONAVIY MOLIVAVIY INSTRUMENTLARDAN FOYDALANISHNI TAKOMILLASHTIRISH.....	173
Abduraimova Fazilat Hikmatulla qizi	
TIJORAT BANKLARI MOLIVAVIY BARQARORLIGINI BAHOLASHDA YANGI KONSEPTUAL VA USLUBIY YECHIMLAR: SIRKULYAR IQTISODIYOT TAJRIBASI.....	180
Otajanova Shahnoza Shuhratovna	
BANKLARDA RISKLARNI BOSHQARISH, DAROMAD VA NATIJADORLIKNI OSHIRISH	185
Jo'rayev Bekzod Bahodir o'g'li	
INKLYUZIV TA'LIM MUHITINI TA'MINLASHDA UMUMTA'LIM MAKTABLARI MENEJMENTINI HUDUDIY KLASSTERLASH ASOSIDA OPTIMALLASHTIRISH MODEL: TASHKILIY-BOSHQARUV MEKANIZMLARI VA SAMARADORLIK KO'RSATKICHLARI	192
Rajapova Guldona Usman qizi	
FERMER XO'JALIKLARIDA MOLIVAVIY NATIJALARNI BOSHQARISH SAMARADORLIGINI OSHIRISH: FOYDA SIFATI VA BARQARORLIGINI BAHOLASH YONDASHUVLARI	198
Rashidov Baxadir Yusupovich	
HUDUDLAR RAQOBATBARDOSHLIGINI OSHIRISHDA INVESTITSIALARNING ROLI.....	203
Sapayeva Fazilat Norbayevna	



ERKIN IQTISODIY ZONALARDA EKO-SANOAT PARKLARINI TASHKIL ETISH VA EKOLOGIK TADBIRKORLIKNI BAHOLASH USULLARI	207
Turg'unova Tursunoy Maratovna	
TIJORAT BANKLARIDA JISMONIY SHAXSLARNI KREDITLASHNING TASHKILIIY VA HUQUQIY ASOSLARI	212
Aminova Mehriniso Erkinjonovna	
BARQAROR RIVOJLANISH (ESG) PRINSIPLARINING KOMPANIYA BRENDI QIYMATI VA JOZIBADORLIGIGA TA'SIRI	217
Dilfuza Matisakova	
RAQAMLI IQTISODIYOT SHAROITIDA MOLIVAVIY TEXNOLOGIYALARDAN FOYDALANISH ORQALI MOLIVAVIY XIZMATLAR SAMARADORLIGINI OSHIRISH	224
Raximova Lolaxon Avazovna	
MEHNAT INTIZOMINING KORXONALAR FAOLIYATINING IQTISODIY SAMARADORLIGIGA TA'SIRI.....	228
Azizova Sayyora Xamidullayevna	
MINTAQA IQTISODIYOTI BARQARORLIGINI TA'MINLASHDA TIBBIY TURIZM XIZMATLARINING EKONOMETRIK BAHOLANISHI.....	237
Yusupova Mexribon Uktamovna	
KICHIK SANOAT ZONALARIDA INVESTITSION FAOLLIKNI OSHIRISHNING RAQAMLI TASHKILIIY-IQTISODIY MEXANIZMLARINI SHAKLLANTIRISH.....	245
Jo'rayev Po'latjon Komiljon o'g'li	
MAKTABGACHA TA'LIM XIZMATLARI SOHASIDA KICHIK BIZNES RAQOBATBARDOSHLIGINI SHAKLLANTIRISHNING NAZARIY-METODOLOGIK ASOSLARI.....	251
Madaminova Feruza Tursunboy qizi	
YASHIL INVESTITSIYALARNING MINTAQAVIY IQTISODIY RIVOJLANISHDAGI O'RNI VA AHAMIYATI.....	259
Raximova Shaxnoza Xamzayevna	
KICHIK BIZNES VA XUSUSIY TADBIRKORLIKNI RIVOJLANTIRISHDA TAYYOR MAHSULOTLAR EKSPORTINI RAG'BATLANTIRISHNING IQTISODIY ASOSLARI VA TA'MINOT YO'LLARI.....	263
Esanov Yusufjon Dilmurod o'g'li	
RAQAMLI IQTISODIYOT: MOHIYATI, XUSUSIYATLARI VA O'ZBEKISTONDAGI RIVOJLANISH TENDENSIYALARI	267
Sultonov Shahzod Shavkat o'g'li	
O'ZBEKISTON BANLARINIGKING YASHIL BANK MAHSULOTLARI TASHKIL QILISH MEXANIZMLARI VA ULARNING BANK IQTISODIY SAMARADORLIGINI SALBIY TA'SIR QILMAGAN HOLATDA MAHSULOTLARINING MOLIVAVIY BARQARORLIK TA'MINLASH YO'LLARI.....	275
Nuriddinov Murodjon Nuriddin o'g'li	
JAHON IQTISODIYOTINING GLOBALLASHUVI SHAROITIDA MILLIY EKSPORT SALOHIYATINI RIVOJLANTIRISHNING MARKETING MEXANIZMLARI.....	281
Jumayeva Zamira Bustonovna	
MARKAZIY OSIYO UCHUN GEOSIYOSIY RISK (GPR) INDEKSINI ISHLAB CHIQISH	285
Qodirova Laylo Otabekovna	
BIRLASHGAN ARAB AMIRLIK LARI STARTAP EKOTIZIMINI BOSHQARISH MODELI VA O'ZBEKISTON UCHUN SABOQLAR.....	289
Elmurod Sodiqov Shomurod o'g'li	
INTEGRATSIYALASHGAN HISOBOTNI SHAKLLANTIRISHNING METODOLOGIK YONDASHUVLARI.....	295
Abduvaliyev Zafar Mahmudovich	
AVTOMOBIL BUTLOVCHI QISMLAR ISHLAB CHIQARISHDA MAHALLIYLASHTIRISH VA TA'MINOT TARMOG'INI DIVERSIFIKATSIYALASH SAMARADORLIGI.....	301
Asadov Elyorbek Kandiayrovich	



INFRATUZILMA TADBIRKORLIK FAOLIYATI UCHUN ZARUR OBYEKTAR, INSTITUTLAR, RESURSLAR VA XIZMATLAR MAJMU'I.....	307
Rustamov Sultonbek Bekzadovich	
TURISTIK XIZMATLAR SOHASIDA INVESTITSION JOZIBADORLIK PARADOKSLARI VA ULARNI BARTARAF ETISH MEXANIZMLARI (XORAZM VILOYATI MISOLIDA).....	315
Ollanazarov Bekmurod Davlatmurotovich	
"YASHIL" SANOAT SIYOSATINI BAHOLASHNING XUSUSIYATLARI.....	323
Ismatulloeva Madinabonu Fozil qizi	
BUDJET TASHKILOTLARIDA BUDJET MABLAG'LARI HISOBI VA ULARDAN FOYDALANISH USTIDAN ICHKI AUDITNI TAKOMILLASHTIRISH.....	330
Murtozayeva Xusnora Erkin qizi	
KORXONANING BREND EKOTIZIMINI TAKOMILLASHTIRISH.....	335
Sa'dulloev Habibullo Ibodullo o'g'li	
AGRAR VA SANOAT TARMOQLARIDA YASHIL IQTISODIYOTGA O'TISH ORQALI YANGI ISH O'RINLARINI SHAKLLANTIRISH ISTIQBOLLARI.....	341
Bobojonov To'liqinbek Maxmud o'g'li	
O'ZBEKISTONDA SANOAT KORXONALARINING ENERGIYA TA'MINOTIDA QAYTA TIKLANUVCHI ENERGIYA MANBALARINING O'RNI VA ISTIQBOLLARI.....	347
Jo'ramurodova Feruza Mardon qizi	
RAQAMLI TRANSFORMATSIYA SHAROITIDA SANOAT KORXONALARINING MOLIYAVIY BARQARORLIGINI OSHIRISH VA INVESTITSION STRATEGIYALARNI BOSHQARISH.....	353
Nazarova Nigora Yusufovna	
RAQAMLI IQTISODIYOT SHAROITIDA OLIY TA'LIM MUASSASALARINING AKADEMIK FAOLIYATINI TRANSFORMATSIYA QILISHNING IQTISODIY-TASHKILY ASOSLARI.....	361
Raximbayev Musobek Komiljon o'g'li	
MAHALLIY BUDJET DAROMADLARINING SHAKLLANISH TENDENSIYALARI, HUDUDLARARO FISKAL TAFOVUTLAR VA HUDUDIY SOLIQ MA'MURIYATCHILIGI MUAMMALARINING TIZIMLI TAHLILI.....	367
Azamjonov Ulug'bek Usmonjon o'g'li	
O'ZBEKISTONDA KICHIK BIZNES SUBYEKTLARINI SOLIQQA TORTISH TIZIMINING EVOLYUTSION RIVOJLANISHI VA ZAMONAVIY XUSUSIYATLARI.....	377
Erxanov Muxammadjon Absayitovich	
OZIQ-OVQAT MAHSULOTLARINI EKSPORTGA YO'NALTIRISHDA MARKETING STRATEGIYASINI ISHLAB CHIQISH.....	382
Ilhamova Zarnigor Po'latjon qizi	
MAMLAKATIMIZDA TRANSPORT INFRATUZILMASINI RIVOJLANTIRISH CHORA-TADBIRLARI.....	386
Qo'ziboev Umarbek Ulug'bekovich	
JUFT KORRELYATSIYA VA REGRESSIYA TAHLILI YORDAMIDA INVESTITSION FAOLIYAT SAMARADORLIGINI ANIQLASH.....	390
Muxtorova Shohida Negmat qizi	
TURISTIK INNOVASION LOYIHALARNI KRAUDFANDING ASOSIDA MOLIYALASHTIRISH MODELI.....	397
Ruzibayeva Nargiza Xakimovna	
TIJORAT BANKLARIDA ICHKI AUDIT AMALLARINING NATIJADORLIGIGA TA'SIR ETUVCHI MUAMMOLAR.....	403
Yuldashev Xurshidbek Mamirjonovich	
MOLIYAVIY HISOBOTNING XALQARO STANDARTLARI ASOSIDA HISOBOTNI TUZISH VA TAQDIM ETISH HAMDA AUDITINI TAKOMILLASHTIRISH.....	408
Xalilov Bahromjon Bahodirovich	
RAQAMLI IQTISODIYOT SHAROITIDA BARQAROR IQTISODIY O'SISHNING NAZARIY ASOSLARI.....	412
Masharipova Maksuda Beknazarovna	



COOPERATION BETWEEN CREATIVE INDUSTRIES AND TOURISM SERVICES IN BUILDING A NATION BRAND: FORMS, ASYMMETRIES, AND THE MISSING INTERFACE	419
Yusupova Mokhinur Farkhod qizi	
SUVEREN FONDLARDA ESG TAMOIYILLARINI BAHOLASH: MANDAT TURIGA ASOSLANGAN DIFFERENSIAL YONDASHUV	429
Jumaniyazov Inomjon Turayevich	
СОВЕРШЕНСТВОВАНИЕ ТАРИФНОГО РЕГУЛИРОВАНИЯ ЭЛЕКТРОЭНЕРГЕТИКИ УЗБЕКИСТАНА НА ОСНОВЕ РАСПРЕДЕЛЕНИЯ ЗАТРАТ И ЦЕНОВЫХ СИГНАЛОВ	438
Аллаева Гульчехра Жалгасовна	
BOZOR SHAROITIDA KADRLAR TAYYORLASH TA'LIM TIZIMINI BOSHQARISH JARAYONINI RIVOJLANTIRILISHI	447
Temirova Shalola Erkinovna	
COMPARATIVE DYNAMICS OF AGRICULTURAL SUPPORT AND GREEN TRANSFORMATION: EVIDENCE FROM FOUR COUNTRIES.....	452
Abduraimov Abdunabi	
SOLIQ MEKANIZMINI RAQAMLI TRANSFORMATSIYA QILISHNING INSTITUTIONAL ASOSLARI	460
To'laganova Feruza Xamidulla qizi	
TADBIRKORLIK SUBYEKTLARIDA BOSHQARUV DARAJASINI MOLIYAVIY NATIJADAN MUSTAQIL BAHOLASH USLUBIYOTI	467
Axmadjanov Abrorbek Akbarjon o'g'li	
RAQAMLI TRANSFORMATSIYA JARAYONIDA YOSHLARNING INNOVATSION ISH BILAN BANDLIGINI TARTIBGA SOLISHNING MAZMUNI VA AHAMIYATI.....	473
Bozorova Guljahon Otabek qizi	
OZIQ-OVQAT MAHSULOTLARI NARXLARINING SHAKLLANISHI: INFLYATSION OMILLAR VA ULARNING AHOLI TURMUSH DARAJASIGA TA'SIRI.....	479
Xakimov Rashid	
PROSPECTS FOR PROMOTING UZBEKISTAN'S TOURISM BRAND IN THE INTERNATIONAL MARKET THROUGH ELEMENTS OF NATIONAL FASHION	485
Yusupova Mokhinur Farkhod qizi	



PROSPECTS FOR PROMOTING UZBEKISTAN'S TOURISM BRAND IN THE INTERNATIONAL MARKET THROUGH ELEMENTS OF NATIONAL FASHION

Yusupova Mokhinur Farkhod qizi
Independent Researcher (PhD)
Tashkent State University of Economics
E-mail: mohiwka_93@mail.ru
ORCID: 0009-0005-8009-9614

Abstract. This study employs a documentary and analytical approach that combines published tourism statistics, international experience with dress-based tourism instruments, and evidence on how fashion-related attributes influence destination brand perceptions. The sources are classified according to their level of evidential reliability, derived indicators are calculated using explicitly stated formulas, and assessments of market positions are clearly identified as the author's judgement rather than as directly measured scores.

The article translates a general development objective into a structured market-by-market and product-by-product assessment organised across three implementation horizons. It distinguishes between conclusions supported directly by available evidence and those based on analytical judgement and specifies a measurement framework through which the identified prospects can be systematically assessed and empirically evaluated. This approach provides a transparent basis for examining the potential contribution of national fashion elements to strengthening Uzbekistan's tourism brand in the international market.

Keywords: destination promotion; national fashion; nation branding; market selection; tourism yield; authenticity; Uzbekistan; Silk Road; craft tourism; tourism strategy.

Annotatsiya. Ushbu tadqiqot e'lon qilingan turizm statistikasi, milliy liboslardan foydalanishga asoslangan turistik vositalarning xalqaro tajribasi hamda moda bilan bog'liq xususiyatlarning turistik destinatsiya brendi haqidagi tasavvurlarga ta'siriga oid dalillarni birlashtiruvchi hujjatli va tahliliy yondashuvga asoslanadi. Foydalanilgan manbalar daliliy ishonchlilik darajasiga ko'ra tasniflanadi, hosilaviy ko'rsatkichlar aniq ko'rsatilgan formulalar asosida hisoblanadi, bozor pozitsiyalariga berilgan baholar esa bevosita o'lgangan ko'rsatkichlar sifatida emas, balki muallifning tahliliy bahosi sifatida aniq ajratib ko'rsatiladi.

Maqolada umumiy rivojlanish maqsadi uchta amalga oshirish bosqichi doirasida shakllantirilgan, bozorlar va turistik mahsulotlar kesimidagi tizimli baholashga aylantiriladi. Unda mavjud dalillar bilan bevosita asoslangan xulosalar hamda tahliliy mulohazalarga tayangan baholar o'zaro farqlanadi va aniqlangan istiqbollarni tizimli hamda empirik jihatdan baholash imkonini beruvchi o'lchash tizimi taklif etiladi. Mazkur yondashuv milliy moda elementlarining O'zbekiston turistik brendini xalqaro bozorda mustahkamlashga qo'shishi mumkin bo'lgan hissasini baholash uchun shaffof tahliliy asos yaratadi.

Kalit so'zlar: turistik destinatsiyani targ'ib qilish; milliy moda; milliy branding; bozorni tanlash; turizm daromadligi; autentiklik; O'zbekiston; Ipak yo'li; hunarmandchilik turizmi; turizm strategiyasi.

Аннотация. Настоящее исследование основано на документальном и аналитическом подходе, объединяющем опубликованные статистические данные о туризме, международный опыт применения туристических инструментов, основанных на использовании национальной одежды, а также данные о влиянии характеристик, связанных с модой, на восприятие бренда туристической дестинации. Используемые источники классифицируются по уровню доказательной надёжности, производные показатели рассчитываются на основе чётко обозначенных формул, а оценки рыночных позиций однозначно определяются как аналитические суждения автора, а не как непосредственно измеренные показатели.

В статье общая цель развития преобразуется в структурированную оценку по отдельным рынкам и туристическим продуктам, организованную в рамках трёх этапов реализации. Проводится разграничение между выводами, непосредственно подтверждаемыми имеющимися данными, и оценками, основанными на аналитических суждениях, а также предлагается система измерения, позволяющая систематически и эмпирически оценивать выявленные перспективы. Данный подход формирует прозрачную аналитическую основу для оценки потенциального вклада элементов национальной моды в укрепление туристического бренда Узбекистана на международном рынке.

Ключевые слова: продвижение туристической дестинации; национальная мода; национальный брендинг; выбор рынка; доходность туризма; аутентичность; Узбекистан; Шёлковый путь; ремесленный туризм; стратегия развития туризма.



INTRODUCTION

Uzbekistan's tourism development strategy to 2030 establishes three quantified targets: attracting 20 million foreign visitors, increasing tourism's contribution to gross domestic product to 7 per cent, and raising tourism service exports to more than USD 6 billion [1]. Reported international arrivals reached 11.7 million in 2025 [2]. Against this background of substantial growth in visitor numbers, the analytical focus extends beyond the volume target itself towards the composition, value, and international positioning of the tourism offer.

National fashion represents one of the country's distinctive cultural and economic assets. Uzbekistan possesses an ikat tradition supported by two independent forms of international recognition [3, 4], a textile industry whose exports amounted to approximately USD 2.9 billion, or 10.6 per cent of total exports, in 2024 [5, 6], and a portfolio of heritage cities in which the associated traditions continue to be practised. These characteristics provide a strong basis for considering national fashion as an important element in the international promotion and further strengthening of Uzbekistan's tourism brand.

The central question, therefore, concerns how this potential can be translated into an effective international promotional approach. Such promotion requires a clearly defined target market, an appropriate tourism product, and suitable communication and distribution channels. General strategic formulations can be further strengthened by specifying these three components and establishing the relationships between them. This article develops such a framework while taking into account an important consideration identified in the literature on tourism promotion: authenticity is a key attribute through which national fashion can influence destination perceptions. Rather than being created through promotional communication alone, authenticity derives from the cultural origin, production practices, and lived context of the underlying fashion tradition. Effective promotion therefore depends on communicating and enhancing the visibility of an authentic cultural asset rather than attempting to construct authenticity solely through promotional activities.

LITERATURE REVIEW

The relationship between tourism promotion, national identity, and cultural assets has been widely examined within the literature on nation branding and destination branding. One of the influential approaches to national reputation is Anholt's concept of competitive identity, which emphasises that the international image of a country is shaped not only by promotional communication but also by the substance of its policies, culture, products, people, tourism experiences, and other forms of international engagement [8]. From this perspective, cultural resources become particularly valuable when they represent attributes that are both distinctive to the country and credible to international audiences. National fashion can therefore be considered not simply as a visual promotional symbol but as a cultural product through which heritage, craftsmanship, contemporary creativity, and destination identity can be communicated simultaneously.

This interpretation is closely related to the literature on destination image formation. Baloglu and McCleary [9] conceptualise destination image as the outcome of both stimulus factors, including information sources, and personal factors associated with the characteristics of the perceiver. Their model further distinguishes between cognitive and affective components of destination image. This distinction is particularly relevant to the use of national fashion in tourism promotion. Traditional textiles, clothing, patterns, craftsmanship, and production practices can provide cognitive information about the cultural characteristics of a destination, while their visual qualities and the experiences associated with them may generate affective responses. National fashion may consequently influence destination perceptions through a combination of cultural knowledge, visual recognition, emotional engagement, and direct visitor experience.

Destination branding research further suggests that the effectiveness of such cultural associations should ultimately be considered in relation to brand equity rather than visibility alone. Konečnik and Gartner [11] adapt the customer-based brand equity approach to tourism destinations and identify awareness, image, perceived quality, and loyalty as central dimensions of destination brand equity. This framework provides an important theoretical basis for evaluating fashion-related tourism promotion. Exposure to national fashion may contribute to destination awareness and image, while the quality and authenticity of fashion-related experiences can affect perceived quality. Positive experiences may subsequently contribute to loyalty-related outcomes, including recommendation and revisit intention. The value of national fashion as a tourism branding instrument should therefore be assessed not only through its capacity to attract attention but also through its contribution to these broader dimensions of destination brand equity.

RESEARCH METHODOLOGY

This study employs a documentary and analytical approach and does not involve the collection of primary data. The evidence base is classified according to the type and level of reliability of the sources used. Grade



A comprises official statistics and legal instruments; Grade B includes institutional registers and publications of international organisations; and Grade C consists of trade and industry reporting based on officially reported figures, including data that may be preliminary and subject to subsequent revision.

Derived indicators are calculated by the author using the stated input data and the formulas explicitly provided in the text. The market positions presented in Section 4 represent the author's analytical assessment rather than directly measured or statistically estimated scores. To ensure methodological transparency, these assessments are explicitly identified as author-derived judgements in both the relevant figure and table.

ANALYSIS AND RESULTS

Three findings from the existing evidence base define the starting position and help clarify the areas in which promotional policy can make the greatest contribution.

Visitor volume appears to be progressing on a favourable trajectory. Moving from the interim milestone of 12 million visitors in 2026 to 20 million in 2030 requires compound annual growth of approximately 13.6 per cent, calculated as the ratio of 20 to 12 raised to the power of one quarter, minus one. Realised growth from 2023 to 2024 was 24.2 per cent, while compound growth over the decade to 2024 was approximately 15.8 per cent [7]. This suggests that the 2030 volume target is broadly consistent with the recent growth trajectory.

Visitor yield represents an important area for further value creation. Reported tourism revenue amounted to USD 3.5 billion in 2024 against 8.2 million tourists, implying approximately USD 427 per arrival. By comparison, the 2030 targets of USD 6 billion in tourism revenue and 20 million visitors imply approximately USD 300 per arrival. The comparison should be interpreted with caution because the two revenue aggregates may not be defined in exactly the same way. Nevertheless, the figures indicate the importance of complementing visitor growth with measures aimed at increasing value generated per visitor. In this context, national fashion can make its strongest contribution through higher-value tourism consumption, including expenditure on products, experiences, and related cultural services.

The structure of visitor flows indicates differentiated opportunities across market segments. Approximately 62 per cent of arrivals in 2025 came from three neighbouring countries, while the four reported long-haul markets together accounted for around 4 per cent [2]. Regional short-stay visitors and long-haul cultural tourists may differ in travel motivations, length of stay, and spending patterns. Consequently, tourism products based on national fashion should be aligned with the characteristics of different visitor segments rather than designed around a single market profile.

The baseline indicators, reference periods, and source grades are summarised in Table 1.

Table 1
Baseline indicators. (Grades: A official statistics and legal instruments;
B institutional registers; C trade reporting of official figures, provisional)¹

Indicator	Value	Period	Grade	Source
Tourism targets	20 million visitors; 7% of GDP; over USD 6 billion in service exports; interim 12 million in 2026	to 2030	A	[1]
Arrivals	11.7 million	2025	C	[2]
Share of three neighbouring markets	about 62%	2025	C	computed from [2]
Reported long-haul markets	China 217.7 k; Turkiye 148.1 k; India 66.1 k; South Korea 41.6 k	2025	C	[2]
Revenue per arrival, recorded	about USD 427	2024	A	computed from [7]
Revenue per arrival, implied by targets	about USD 300	2030	A	computed from [1]
Required compound growth	13.6% per year from the 2026 milestone	2026 to 2030	A	computed from [1]
Textile exports	about USD 2.9 billion; 10.6% of total exports	2024	A	[5-6]
Craft recognitions	Margilan Crafts Development Centre, UNESCO Register of Good Safeguarding Practices; Bukhara, UNESCO Creative City of Crafts and Folk Art	2017; 2023	B	[3-4]

¹ Author's development



An additional finding concerns the mechanism through which national fashion may influence destination perceptions. Destination image is shaped by the information sources to which individuals are exposed and by the characteristics of the perceiver, and it comprises both cognitive and affective components [9]. Within this framework, studies modelling fashion-related attributes as antecedents of destination perceptions indicate that perceived authenticity plays a particularly important role in transmitting this effect, while distinctiveness alone may have a more limited influence. The effect also appears to be stronger among audiences with lower levels of prior familiarity with the country. If this pattern is applicable to the context examined here, international promotion could therefore place particular emphasis on less familiar markets and on verifiable cultural origins, production practices, and craftsmanship, while using visual distinctiveness as a complementary rather than standalone attribute.

Figure 1 positions the reported markets along two dimensions: potential yield per visitor and channel accessibility. In this analysis, channel accessibility refers to the existing level of market reach, language coverage, and presence across relevant communication platforms (Figure 1).

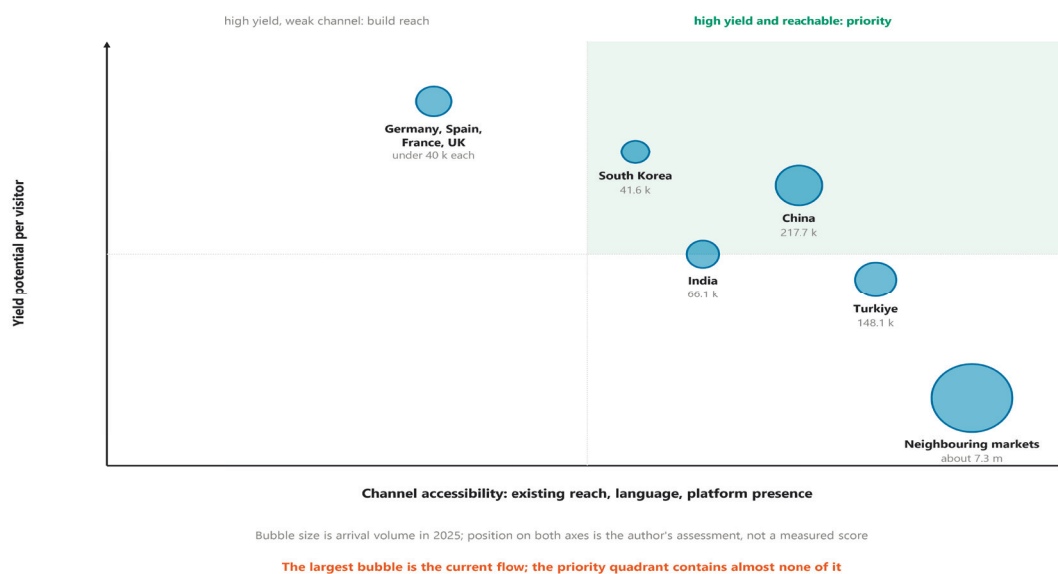


Figure 1. Assessment of source markets by yield potential and channel accessibility²

Bubble size represents 2025 arrival volume as reported in [2]. The position of each market on both axes reflects the author's analytical assessment based on the considerations discussed in Section 4 and should not be interpreted as a directly measured or statistically estimated score. The shaded quadrant identifies markets that combine relatively high yield potential with established channel accessibility.

The market map reveals a notable structural characteristic. The neighbouring-market group represents by far the largest bubble and is positioned in the segment associated with comparatively lower yield potential per visitor. The priority quadrant includes China, with 217,700 arrivals, and South Korea, with 41,600 arrivals, while Turkiye, with 148,100 arrivals, and India, with 66,100 arrivals, are positioned near the boundary of this quadrant [2]. Western European markets are assessed as having relatively high yield potential but currently lower channel accessibility, as arrivals from each of the reported markets remain below 40,000 and there is scope for further development of relevant communication and distribution channels.

Table 2 summarises the market assessment and the corresponding proposed priorities.

Table 2
Market assessment. Positions are the author's assessment on the stated criteria, not measured scores³

Market	Arrivals 2025	Yield potential	Channel accessibility	Priority
China	217.7 k	high	high	first
South Korea	41.6 k	high	medium to high	first
Turkiye	148.1 k	medium	high	second

² Author's development

³ Author's development



India	66.1 k	medium	medium to high	second
Germany, Spain, France, United Kingdom	under 40 k each	high	low	build reach
Neighbouring markets	about 7.3 m	low per visitor	very high	different product, loyalty rather than price

Three implications follow from this assessment. Promotion through national fashion is primarily a value-enhancement instrument rather than a volume-driven instrument. Its effectiveness is therefore more appropriately assessed through indicators of visitor yield, expenditure, engagement, and brand perception than through total arrival numbers alone. The international market segments that national fashion can most directly influence may represent a relatively limited share of total arrivals, while offering greater potential for value creation per visitor.

Market sequencing should reflect channel accessibility alongside strategic potential. Chinese and South Korean markets combine relatively high yield potential with identifiable and established channel structures, making them suitable initial priority markets. Western European markets may demonstrate strong alignment with heritage- and culture-oriented tourism, while their current level of channel accessibility suggests that they may be approached progressively as relevant communication and distribution capacities are further developed.

Neighbouring markets represent a distinct strategic segment within the overall approach. Rather than being assessed primarily through their potential to increase expenditure per visitor, these markets can be addressed through products designed to strengthen visitor loyalty, cultural engagement, and repeat visitation. National fashion may therefore serve different functions across market segments: supporting higher-value consumption in selected long-haul markets while contributing to loyalty and repeat visitation in neighbouring markets.

The general formulation, promotion of national fashion, is not promotable. Figure 2 sets out three products that are.

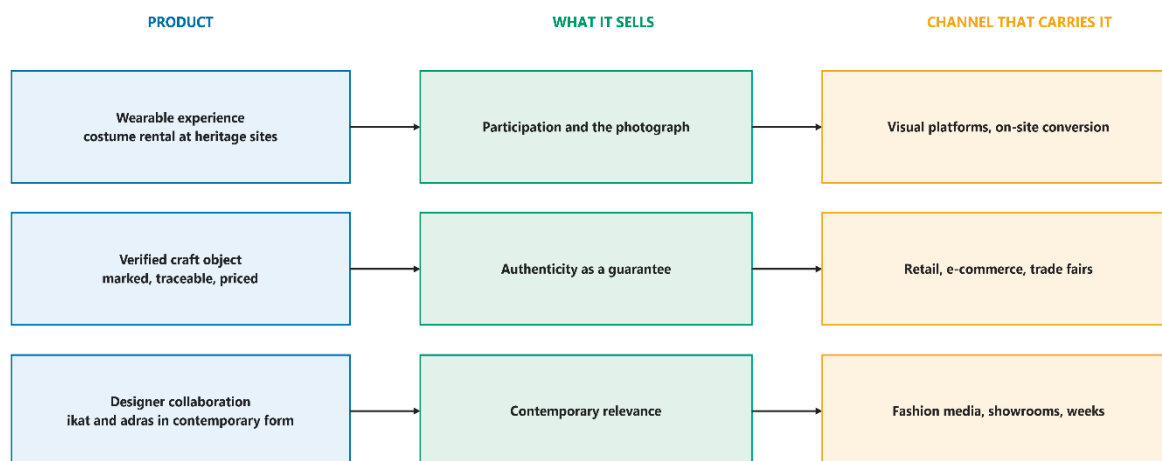


Figure 2. Three promotable products, what each sells, and the channel that carries it⁴

The three propositions differ in the attributes they leverage, the audiences they address, and the infrastructure they require. They should therefore be treated as distinct but complementary propositions rather than as variations of a single approach. Author's construction.

The wearable experience. Costume rental at heritage sites transforms the visitor from an observer into an active participant and generates photographic and visual content that can circulate beyond those who directly experienced the destination. This provides a mechanism through which fashion-based experiences can contribute to destination brand equity and revisit intention, consistent with evidence from event settings [10]. The proposition leverages visitor participation, requires an accessible rental supply and an appropriate cultural context for wearing national dress, and involves comparatively modest implementation requirements among the three proposed products.

⁴ Author's development



The verified craft object. A clearly marked, traceable, and transparently priced textile product provides verifiable evidence of authenticity rather than relying solely on promotional claims. It leverages consumer confidence in provenance and craftsmanship, requires an appropriate verification mechanism, and represents the product most directly connected to generating income for creative producers and artisans.

The designer collaboration. Contemporary reinterpretations of ikat and adras reinforce the contemporary relevance of the tradition by demonstrating its capacity to evolve while maintaining its cultural foundations. This proposition requires design capacity, collaboration with artisans and creative professionals, and access to relevant fashion and media channels. Among the three proposed products, it is also likely to require the longest development horizon.

The three propositions are complementary. The wearable experience generates participation and shareable visual content; the verified craft object provides an opportunity to convert visitor interest into purchases while strengthening the visibility of authentic production; and designer collaboration helps maintain the contemporary relevance and visibility of the tradition for new audiences. A promotional programme that relies primarily on the wearable experience may generate substantial attention while offering more limited opportunities for direct producer revenue. Conversely, an approach centred solely on the verified craft object may generate sales but have fewer mechanisms for initially attracting and engaging wider audiences. Combining the three propositions therefore creates a more integrated pathway from attention and participation to purchase, producer benefit, and longer-term cultural visibility.

Table 3 assesses five promotion vectors according to their expected effect, cost, lead time, and key prerequisites.

– V1. Wearable experiences at heritage sites. High prospect, low cost, and short lead time. The principal prerequisite is coordination and approval by the relevant site authorities. International experience also demonstrates the feasibility of linking access incentives or visitor benefits to the wearing of national dress. Among the five vectors, this option appears particularly suitable for early implementation.

– V2. Verification and marking of craft products. High prospect, moderate cost, and medium lead time. The principal prerequisite is an institutional mechanism capable of verifying production practices, provenance, and craftsmanship rather than relying on visual appearance alone. Its potential is high because verification strengthens the attribute most closely associated with perceived authenticity while also helping authentic producers differentiate their output from imitative or mass-produced alternatives.

– V3. Presence in accessible long-haul markets. Moderate prospect, moderate cost, and medium lead time. Experience from established destinations suggests that communication and distribution channels are often organised around the characteristics of source markets rather than solely around the destination itself. The main prerequisite is therefore the development of appropriate language, platform, and market-specific communication capabilities, alongside the necessary promotional resources.

– V4. Designer collaboration and fashion media. Moderate prospect, high cost, and long lead time. The effectiveness of this vector depends on genuine design quality and substantive collaboration with creative professionals and artisans. Where these elements are sufficiently developed, fashion media can strengthen the contemporary relevance of national traditions and contribute positively to destination reputation.

– V5. Measurement. Indirect but strategically important prospect, low cost, and immediate applicability. Measurement does not generate visitor flows directly, but it provides the evidence base needed to assess the effectiveness of the other four vectors. For this reason, Section 8 treats measurement as an initial enabling component of the promotional framework rather than as a final-stage activity (Table 3).

Table 3
Promotion vectors and their prospects⁵

Vector	Expected effect	Fiscal cost	Lead time	Prerequisite	Prospect
V1 Wearable experience at heritage sites	Participation, imagery, on-site spend	low	immediate	decision by site authorities and rental supply	high
V2 Verification and marking of craft output	Authenticity as a guarantee; producer protection	moderate	medium	mechanism certifying practice, not appearance	high
V3 Presence in reachable long-haul markets	Reach in high-yield segments	moderate	medium	language and platform capability	moderate
V4 Designer collaboration and fashion media	Contemporary relevance	high	long	genuine design capacity	moderate, with credibility risk
V5 Measurement	None directly; makes all others evaluable	low	immediate	agreement to be measured	indirect but enabling

Figure 3 sequences them.

5 Author's development

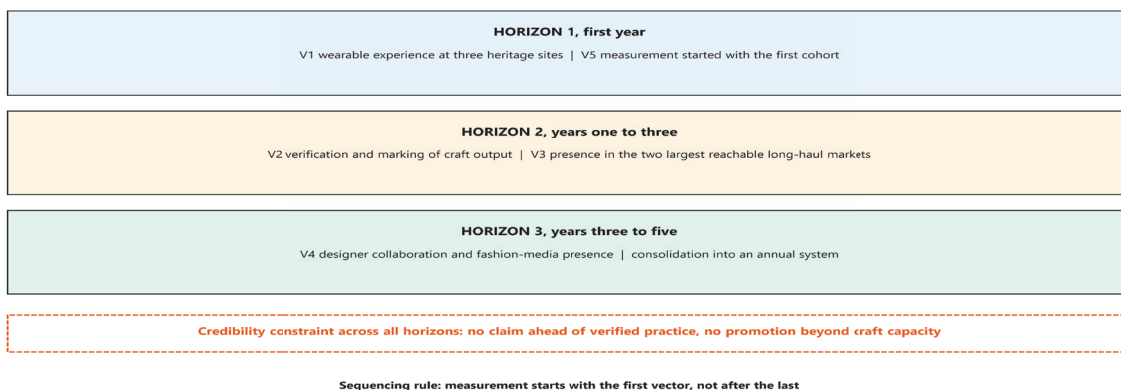


Figure 3. Three-horizon sequence of promotion vectors, with the credibility constraint⁶

Horizon one establishes the wearable experience and initiates the measurement framework; horizon two introduces verification mechanisms and expands presence in selected long-haul markets; and horizon three incorporates designer collaboration and consolidates the overall programme. The band below represents the cross-cutting constraint that applies across all three horizons. Author's construction; the horizons represent planning periods rather than forecasts.

The central constraint governing the programme is credibility, which operates in two interconnected directions.

Promotional claims should remain aligned with verified practice. National reputation is shaped primarily through substantive action rather than through communication alone [8], while authenticity is the attribute through which national fashion can most effectively influence destination perceptions. Its credibility depends on the extent to which audiences can relate promotional claims to observable cultural and production practices. Presenting mass-produced imitations as traditional craft may therefore weaken the perceived authenticity on which the promotional programme depends. This creates an important reputational asymmetry: positive perceptions are generally strengthened progressively through credible experiences, whereas inconsistencies between promotional claims and observable practice may have more persistent effects on audience trust. Maintaining a clear relationship between communication and verified practice is therefore essential for protecting the credibility of the tourism brand.

Promotion should develop in line with authentic craft capacity. If demand expands more rapidly than the supply of authentic craft products, the resulting market opportunity may increasingly be met by imitative or mass-produced alternatives. This can reduce the visibility and economic participation of authentic producers and, over time, weaken the cultural and productive foundations that make craft-based tourism distinctive. This relationship explains why V2—verification and marking of craft products—is sequenced before V3—expanded presence in selected long-haul markets. Establishing verification mechanisms before substantially expanding demand can help ensure that promotional growth translates into sustainable opportunities for authentic producers.

The practical principle that follows is straightforward: the expansion of demand should be aligned with the growth of verified supply, while verification mechanisms should be established at an early stage of promotional development. This sequencing can help preserve authenticity, strengthen producer participation, and support the long-term credibility of the programme.

The principal risks and corresponding mitigation measures are summarised in Table 4.

Table 4
Risk register⁷

Risk	Mechanism	Severity	Mitigation
Claims outrun verified practice	Promotion presents imitation as craft	high, durable	verify before promoting; V2 precedes V3
Demand outruns craft capacity	Shortfall filled by imitation	high	expand demand at the pace of verified supply
Instrument judged on arrivals	Yield instrument measured by volume	medium	agree the metric before launch
Concentration on one channel	Channel competence becomes market dependence	medium	maintain at least two priority markets
Cheapest vector displaces the rest	Co-promotion is easiest to fund	medium	fund V1 and V2 from separate lines

⁶ Author's development

⁷ Author's development



Table 5 sets out the minimum indicator set. Three considerations support placing the measurement framework at the beginning of the implementation sequence.

The currently available statistical framework provides scope for further development in measuring the specific effects of this instrument. Published data on tourist expenditure on craft and textile products remain limited, no publicly available visitor survey specifically examining perceptions of national fashion has been identified for Uzbekistan, and current open sources provide limited information on the number of active artisans. Establishing appropriate baseline indicators at the outset would therefore strengthen the programme's capacity for evidence-based adjustment, facilitate assessment of resource allocation, and provide a clearer basis for evaluating its effectiveness over time.

The proposed measurement requirements are relatively modest in terms of implementation resources. Adding an exposure item and an expenditure item to an exit survey, conducting periodic destination-image surveys in two priority markets based on the established destination brand equity dimensions of awareness, image, perceived quality, and loyalty [11], and introducing a producer-side indicator measuring the share of the final price received by the maker would capture the principal quantities required for evaluation.

Measurement is also time-sensitive rather than merely supplementary. The potential producer-displacement dynamic discussed in Section 7 may become visible through producer-side indicators before its effects are reflected in aggregate arrivals or tourism revenue. Measurement can therefore serve as an early-warning mechanism, enabling emerging imbalances between promotional demand, verified supply, and producer participation to be identified and addressed at an early stage (Table 5).

Table 5
Minimum indicator set⁸

Indicator	Collection	Difficulty	What it establishes
Contact with national fashion elements during the visit	Exit survey item	low	reach of the instrument
Expenditure on craft and textile products	Exit survey item	low	conversion into revenue
Perceived authenticity and image attributes	Periodic survey in two priority markets	medium	whether perception is moving
Share of price reaching the producer	Producer-side survey or association data	medium	early warning of displacement
Number and age structure of working artisans	Sector association	low	sustainability of supply

CONCLUSION AND RECOMMENDATIONS

The prospects for strengthening Uzbekistan's tourism brand through national fashion are substantial, although their most effective application is more focused and market-specific than a general promotional approach might suggest.

These prospects are supported by cultural and productive assets that are already well established and would require considerable time to reproduce elsewhere: active craft producers, two independent forms of international recognition, and a portfolio of heritage cities that provide authentic settings in which national dress can be experienced, worn, and photographed. At the same time, the analysis indicates that national fashion is particularly relevant as an instrument for enhancing visitor value and destination perceptions rather than primarily increasing aggregate visitor volume. Its strongest potential is therefore concentrated in selected market segments and can be realised through three distinct but complementary product propositions rather than through a single general promotional theme.

Three conclusions have direct implications for implementation. First, initial priority may be given to markets that combine relatively high yield potential with established channel accessibility. Based on the present market assessment, China and South Korea emerge as suitable initial markets, while Western European markets represent important longer-term opportunities as relevant communication and distribution channels continue to develop. Second, effective promotion requires clearly defined tourism products rather than reliance on a broad thematic concept alone. The wearable experience, verified craft object, and designer collaboration differ sufficiently in their target audiences, distribution channels, infrastructure requirements, and implementation horizons to justify distinct but coordinated development pathways. Maintaining an appropriate balance among these propositions can help ensure that their respective functions remain complementary within the overall programme.

8 Author's development



Third, credibility represents a central enabling condition alongside financial and organisational resources. Authenticity is the principal attribute through which national fashion can contribute to destination perceptions, and its credibility is grounded in verifiable cultural origins, production practices, and lived traditions rather than promotional communication alone. Verification mechanisms should therefore be established at an early stage, while the expansion of promotional demand should remain aligned with the capacity of authentic producers to respond. Such sequencing can strengthen producer participation, preserve the cultural foundations of the tourism product, and support the long-term credibility of Uzbekistan's tourism brand.

The final recommendation is both practical and strategically important: implementation should begin with measurement. The potential substitution of authentic craft production by imitative or mass-produced alternatives under conditions of rapidly expanding demand may become visible first through producer-side indicators. As the current evidence base provides scope for further development in this area, establishing these indicators from the outset would create an early-warning mechanism and provide a baseline against which the programme's effects on visitor perceptions, expenditure, producer participation, and destination brand outcomes can be systematically evaluated.

REFERENCES

1. Uzbekistan tourism development strategy to 2030. Presidential Resolution No. RP-348 of 19 November 2025: 20 million foreign visitors, tourism contribution of 7 per cent of GDP, and more than USD 6 billion in tourism service exports, with an interim milestone of 12 million visitors in 2026. Reported by *Travel Tomorrow* and *UzDaily*, 2025. Available at: Travel Tomorrow – Uzbekistan tourism roadmap to 2030
2. Reported inbound tourism figures for Uzbekistan, 2025: 11.7 million visitors and leading source markets. *Travel And Tour World*, 2025, reporting official data; figures reported as provisional and unaudited. Available at: Travel And Tour World – Uzbekistan tourism figures for 2025
3. UNESCO Intangible Cultural Heritage. *Margilan Crafts Development Centre: Safeguarding of the Atlas and Adras Making Traditional Technologies*. Register of Good Safeguarding Practices, 2017. Available at: UNESCO Intangible Cultural Heritage – Margilan Crafts Development Centre
4. UNESCO Creative Cities Network. *Bukhara, Uzbekistan: Creative City of Crafts and Folk Art*. 2023. Available at: UNESCO Creative Cities Network – Bukhara
5. Uzbekistan's textile exports reach USD 2.9 billion in 2024, accounting for 10.6 per cent of total exports. *Daryo*, 4 March 2025, reporting data from the Statistics Agency of the Republic of Uzbekistan. Available at: Daryo – Uzbekistan's textile exports in 2024
6. Uzbekistan's textile sector contributes over 10 per cent to total exports. *Kun.uz*, 4 March 2025, reporting data from the Statistics Agency of the Republic of Uzbekistan. Available at: Kun.uz – Uzbekistan's textile sector and exports
7. Uzbekistan tourism data for 2023 and 2024: 6.6 million and 8.2 million tourists, respectively, and USD 3.5 billion in tourism revenue in 2024. *Kun.uz* and *Travel And Tour World*, 2025, reporting data from the Statistics Agency and other official sources. Available at: Kun.uz – 8.2 million tourists visited Uzbekistan in 2024
8. Anholt S. *Competitive Identity: The New Brand Management for Nations, Cities and Regions*. Basingstoke: Palgrave Macmillan; 2007.
9. Baloglu S, McCleary KW. A model of destination image formation. *Ann Tour Res*. 1999;26(4):868–897.
10. Cho M, Ko E. Does fashion week enhance city brand equity? The impact of fashion destination experience on e-WOM and revisit intention. *Tour Rev*. 2025;80(6):1227–1241. doi:10.1108/TR-07-2024-0636.
11. Konečnik M, Gartner WC. Customer-based brand equity for a destination. *Ann Tour Res*. 2007;34(2):400–421.



IQTISODIYOT & TARAQQIYOT

Ijtimoiy, iqtisodiy, texnologik, ilmiy, ommabop jurnal

Ingliz tili muharriri: Feruz HAKIMOV

Musahhih: Zokir ALIBEKOV

Sahifalovchi va dizayner: Hasan MAQSUDOV

2026. № 9/2

© Materiallar ko'chirib bosilganda "Yashil" iqtisodiyot va taraqqiyot" jurnali manba sifatida ko'rsatilishi shart. Jurnalda bosilgan material va reklamalardagi dalillarning aniqligiga mualliflar ma'sul. Tahririyat fikri har vaqt ham mualliflar fikriga mos kelamasligi mumkin. Tahririyatga yuborilgan materiallar qaytarilmaydi.

Mazkur jurnalda maqolalar chop etish uchun quyidagi havolalarga maqola, reklama, hikoya va boshqa ijodiy materiallar yuborishingiz mumkin.

Materiallar va reklamalar pullik asosda chop etiladi.

El.Pochta: sq143235@gmail.com

Bot: @iqtisodiyot_77

Tel.: 93 718 40 07

Jurnalga istalgan payt quyidagi rekvizitlar orqali obuna bo'lishingiz mumkin. Obuna bo'lgach, @iqtisodiyot_77 telegram sahifamizga to'lov haqidagi ma'lumotni skrinshot yoki foto shaklida jo'natishingizni so'raymiz. Shu asosda har oygi jurnal yangi sonini manzilingizga jo'natamiz.

"Yashil" iqtisodiyot va taraqqiyot" jurnali 03.11.2022-yildan O'zbekiston Respublikasi Prezidenti Adminstratsiyasi huzuridagi Axborot va ommaviy kommunikatsiyalar agentligi tomonidan №566955 reyestr raqami tartibi bo'yicha ro'yxatdan o'tkazilgan.

Litsenziya raqami: №046523. PNFL: 30407832680027

Manzilimiz: Toshkent shahar, Mirzo Ulug'bek tumani
Kumushkon ko'chasi, 26-uy.



Jurnal sayti: <https://yashil-iqtisodiyot-taraqqiyot.uz>