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«Smart-turizm: XORIJIY TAJRIBA VA UNI O'ZBEKISTONDA QO'LLASH ISTIQBOLLARI»

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- 08.00.12 Mintaqaviy iqtisodiyot
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THE MAIN COMPONENTS OF THE DEVELOPMENT OF “SMART” TOURISM IN THE REGION

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Abstract: The article considers the concept of digital transformation of the tourism industry and the main components of Smart tourism such as: Smart business, Smart tourist destinations and Smart experience. Based on the analysis of international experience, the article substantiates the need for the development of Smart tourism in the regions and the introduction of digital technologies in the tourism sector. The author puts forward recommendations for the digital transformation of the tourism industry.

Key words: tourism, digital technology, Smart tourism, Smart tourism, Smart business, Smart travel destinations, Smart experiences.

Annotatsiya: Maqolada turizm industriyasining raqamli transformatsiyasi konsepsiyasi va aqlli turizmning aqlli biznes, aqlli sayyohlik yo'nalishlari va aqlli tajriba kabi asosiy komponentlari ko'rib chiqiladi. Maqolada xalqaro tajriba tahlili asosida hududlarda Smart-turizmni rivojlantirish va turizm sohasiga raqamli texnologiyalarni joriy etish zarurligi asoslab berilgan. Muallif turizm industriyasini raqamli o'zgartirish bo'yicha tavsiyalarni ilgari suradi.

Kalit so'zlar: turizm, raqamli texnologiyalar, Smart-turizm, Smart-turizm, aqlli biznes, aqlli sayohat joylari, aqlli tajribalar.

Аннотация: В статье рассматривается концепция цифровой трансформации туристической отрасли и основные компоненты умного туризма, такие как: умный бизнес, умные туристические направления и умный опыт. На основе анализа международного опыта в статье обоснована необходимость развития умного туризма в регионах и внедрения цифровых технологий в туристическую сферу. Автор выдвигает рекомендации по цифровой трансформации туристической отрасли.

Ключевые слова: туризм, цифровые технологии, Смарт-туризм, Смарт-туризм, умный бизнес, умные направления для путешествий, умный опыт.

One of the sectors most affected by the 2020 pandemic was the tourism industry. Prior to the pandemic, tourism was a booming industry, with all countries experiencing greater growth. International tourism experienced the greatest challenges throughout 2020, as many countries virtually shut down about 90 percent of inbound and outbound travel for more than six months, causing international tourism industry revenues to drop 80 to 90 percent for the year. In many of the pandemic's problems, technology has become a facilitating solution. Schools were able to move to online learning, and all educational activities were conducted online. The same is true for other forms of business and professions, remote working has become an agenda. It is estimated that apps were downloaded 115 billion times in 2019 (Google Play and iOS app stores, 2020). Platforms increasingly control the purchase of goods (Amazon, Alibaba, E-bay), the flow of information (Alphabet, including Google), data processing (Microsoft), online communication (Facebook, Instagram, Weibo, Whatsapp, Tencent, Twitter), commerce, sales and logistics (JD; SAP), entertainment streams (Netflix, YouTube) or financial transactions (PayPal, ApplePay). The widespread use of ICTs has led to changes in how consumers find, access and interpret information; how they plan and buy; interact and participate. The growing use of mobile ICTs has been accompanied by very significant changes in consumer behavior that have fundamentally altered business models. Digitalization and the use of the Internet are also changing the structure of the tourism industry, promoting price transparency and competition, optimizing costs and increasing production efficiency. In fact, the tourism industry has become the largest category of goods and services sold over the Internet. Recent advances in technology are making it



easier and more reliable for users to enhance their ability to explore destinations. Digital technology is also affecting the personalization of the tourism offer, emphasizing the tourist's motivation, their own desires and personal experiences. Given that the tourism industry is extremely informative and heavily dependent on communication technologies, the concept of "smart" is gradually being applied to this industry. "Smart" tourism is a model for the unified development of the tourism industry and is the key to the transformation and modernization of the modern service industry. Before the pandemic, market researchers predicted that the global online travel market would reach nearly \$818 billion by 2020, driven by the demand for mobile travel apps and websites. Travelers in the post-pandemic world, still have an interest in innovative mobile apps that add value to travel. Appinventiv's Co-Founder – Pratik Saxena, says, "Most of the major players in the travel industry today have a mobile presence and if not, they are planning to go mobile – a trend that is directly fueling the growing demand for mobile travel app development. Smart tourism involves several components that are supported by ICT. The digital transformation of the tourism industry, the relationship between ICT and tourism can be examined through the following three components:

1. **Smart Business.** This component is considered in terms of revenue generation and distribution, market access and concentration, competition, dependency structures, profitability, reputation, value chains and business ethics. Smart business refers to a complex business ecosystem that creates and supports the sharing of tourism resources and the co-creation of tourism experiences. A distinctive aspect of this Smart business component is that it involves public-private collaboration and is the result of governments becoming more open and technology-oriented as infrastructure and data providers. Over the past few decades, technology has helped the travel and tourism industry increase its reach through travel booking websites, videos, blogs and travel photos. Digital tools and content have become a vital source of information for vacationers planning their next vacation or creating a wish list. In addition, Smart tourism recognizes that consumers can also create and offer value, as well as control and therefore take on a business or management role. AirBnB, for example, has introduced reciprocal reviews, encouraging guests to rate hosts and hosts to rate guests, in a form of mutual observation. This effectively extends surveillance structures and creates the need for online reputation management.





2. **Smart tourism** destinations, is examined in terms of changes in expenditure, length of stay, vacation time, tax evasion, health and safety, control, overtourism phenomena. This component applies Smart city principles to urban or rural areas and considers not only residents but also tourists in its efforts to support mobility, accessibility and resource allocation, sustainability and quality of life/visitation. Barcelona, for example, offers travelers interactive bus stops that not only provide tourist information and bus arrival times, but also have USB ports for charging mobile devices. It also makes bicycles available throughout the city, and travelers can check their location via a Smartphone app, thereby promoting environmentally friendly transportation around the city; the city of Brisbane recently installed more than 100 beacons at attractions to relay information to tourists via a mobile app if they are within a certain radius of the location; Jeju Island in South Korea has just announced itself as a Smart tourist destination that will use innovative technology to help them get around the city; and the city of Brisbane has just announced that it will be using its bicycles to provide tourists with information and information on how to get around the city.
3. **Smart Experience.** Tourists are active participants in its creation. They not only consume, but also create, annotate or otherwise enhance the data that forms the basis of the experience (e.g., by uploading photos to Instagram with hashtags related to the destination or helping to map the location). The travel experience is improved through personalization, contextual insights, and real-time monitoring. Human-centered design that draws on insights from cognitive behavior, social psychology, neuroscience and behavioral economics combined with advanced technologies such as augmented, virtual or mixed reality (AR, VR, MR) can provide a continuous interactive experience for viewers from their personal space. The design principles will create a seamless digital user experience and create a positive perception of the tourist destination. Artificial intelligence applications in tourism also include biometric identification, meal planning or voice-activated information retrieval.





For example, augmented reality (AR) apps from companies such as Appinventiv, SeaMonster and Skignz are among the promising innovations for travelers. Mobile augmented reality travel apps quickly engage customers through interactivity and provide an immersive user interface and deliver a rich and visually appealing experience. Adobe Digital Insights (ADI) found that augmented reality / virtual reality experiences have increased by 13% since 2020. The number of wearable devices related to travel has also increased by 44%. In addition, ADI forecasts online revenue in the travel industry to grow to \$98.02 billion in 2020. Huff Post reports that more than 95% of travelers read at least seven reviews before booking their vacation. According to Nielsen Research, “travelers spent an average of 53 days visiting 28 different websites over 76 online sessions, with more than 50% of travelers checking social media for travel tips.

Another example, the desire to unite all travel services in one application prompted the idea of creating a personal tour operator in a Smartphone. Such a “virtual guide” would make it possible to compile a tour from the best recommendations without resorting to the help of intermediaries, choose offers with the highest consumer rating and the biggest discounts. A “pocket” travel agent could answer all the questions of a tourist: where it is more convenient to live, what is interesting to see, where to eat, where to buy fashionable things at a discount. He could take care of everything in advance, so that it would be faster and more comfortable, advise only those service providers who meet strict quality requirements. And for all this, you could pay for it all with domestic currency while getting a cashback. Today, this scenario no longer seems like a fantasy thanks to blockchain technology, which brings the service provider and the consumer together directly. As a result, the need for intermediaries is simply eliminated. The creation of a blockchain-based travel platform will open the way to the Smart tourism community, rid the travel industry of intermediaries, and make it possible to travel more, brighter and more comfortable. In general, a blockchain is a kind of database organized in such a way that each subsequent record includes all previous ones. Such technology eliminates the possibility of making changes to previously made records. In other words, it is basically a huge notary, where you can fix something and it will always be the same. In addition to cryptocurrencies, blockchain has a lot of other applications, one of which is Smart contracts. Their name speaks for itself. “Smart contract” is a condition, compliance with which is monitored not by a person, not a notary, not competent authorities, but by special algorithms and robots. In case of fulfillment of this condition / occurrence of some event, certain transactions are performed or not. A prerequisite for the blockchain to work is the issuance of tokens. These are such digital obligations that fix something. The main mission of blockchain in tourism is to ensure trust between the parties to a transaction (counterparties). The problem of trust is especially relevant for Uzbek tourism. Although for foreign tourism such a guarantee of invariability of transactions will not be superfluous either. The code of the blockchain platform stands guard over the interests of both the service provider and the consumer. It guarantees a tourist a room with a sea view, if this requirement is fixed in his Smart contract with the hotel, and protects the hotel from unreasonable demands of guests. In case of any deviations from the terms of the contract, the robot will automatically punish the violator, and the victim will be awarded compensation. The main function of blockchain is to protect economic interests, so all kinds of manipulation of agreements in the blockchain are prevented. Blockchain platforms allow all manufacturers, including local ones, to enter the global market. That is, blockchain platforms work as aggregators, allowing suppliers who have registered an account, created a profile and purchased tokens from the platform to engage in transactions with consumers. The next major benefit of blockchain is the ability to reduce costs and lower the price of a travel product. All current major aggregators operate on a percentage basis, meaning they charge a commission to the supplier or to the consumer, and some charge both. The commission can be as high as 30%. A blockchain-based Smart travel platform allows for no commission to be charged to the consumer, as its business is built on a different principle.

Travel industry experts predict that over the next 10 years, the digital travel space worldwide will expand by 3.8% per year to reach \$11.4 trillion.” Thus, the growth of tourism will automatically mean more opportunities for everyone as more wealth, jobs, environmental concerns and recreational opportunities will be created. All this is possible if the industry is willing to improve and take



full advantage of digital transformation. And this should be the result of collective efforts of the government, tour operators and destination marketing organizations. The development of Smart tourism provides Smart destinations, and Smart destinations in turn provide experiences. Digitalization of the tourism industry requires: – Collaborate with the private sector to share innovative experiences and co-create unique tourism services. – Accelerate the adoption of innovative technology solutions for tourism, including virtual tours, receptions and kiosks; contact tracking applications. – Promote innovative digital and virtual solutions for event facilities and services – to enhance the quality and value of hybrid and online events. Such innovations, based on breakthrough technologies, will:

- 1) predict user needs based on multiple factors and provide recommendations for selecting specific consumer activities, such as attractions, restaurants, and venues;
- 2) improve travelers' on-site experiences by providing extensive information, location-based interactive services, and customized interactive services;
- 3) empower travelers to share their travel experiences to help other travelers in their decision-making process, revitalize and enhance their travel experiences, and build their self-image and social media status.

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MUNDARIJA

1-ШУЪБА

ЎЗБЕКИСТОНДА SMART-ТУРИЗМНИ ЗАМОНАВИЙ ПРИНЦИПЛАРИ АСОСИДА РИВОЖЛАНТИРИШ ВА БУНДА ХОРИЖ ТАЖРИБАСИДАН ФОЙДАЛАНИШ

Ўзбекистонда Smart-туризмни ривожлантириш истиқболлари.....	5
Конгратбай Авезимбетович Шарипов	
Рақамли инновацион технологиялардан туризмда самарали фойдаланиш йўллари	7
Эшов Мансур Пулатович	
Туристтик кластерларнинг технологик платформасини ишлаб чиқиш.....	10
Абдурахмонова Гулнора Каландаровна	
Tourism Development in Uzbekistan: Comprehensive Analysis of Current Trends and Future Prospects	13
Zufarova Nozima Gulamiddinovna	
Қорақалпоғистон Республикасида туризм соҳасининг янги йўналишларини ташкил этиш имкониятлари	17
Эштаев Алишер Абдуғаниевич, Хошимов Баҳром Баҳадирович	
Ўзбекистонда тоғ туризмнинг ривожлантириш йўналишлари	20
Ахмедов Икром Акрамович	
Туристтик-рекреацион ресурслари юқори бўлган минтақаларда кластерларни ташкил қилиш механизмлари	24
Норчаев Асатулло Норбўтаевич	
Развития smart туризм в Узбекистане	28
Алиева М. Т.	
Smart Tourism Analysis and Future Trends.....	31
Safaeva Sayyora	
Opportunities for Developing Smart Tourism and Foreign Experience in Uzbekistan	34
Kabilova N. Sh.	
O'zbekiston turizmida XXI bozori va bunda Smart-turizmning o'rni.....	37
Mirzayev Temur	
Смарт-туризм: зарубежный опыт и перспективы его применения в Узбекистане.....	42
Хушназарова М. Г.	
Development of Smart Tourism in Uzbekistan	45
Narzullaeva Umidakhon, Abzalova Nozima	
O'zbekistonda turizm xizmatlari sohasining aholi bandligiga multiplikativ ta'siri	48
To'rabekov Sohibjon Sherboy o'g'li	
Smart-turizmni xorijiy tajribalar asosida rivojlantirish istiqbollari.....	53
Isroilov Xusanboy Ibrohimjon o'g'li, Nishonboyev Doniyor Erkinjon o'g'li	
Smart-turizm: xorijiy tajriba va uni O'zbekistonda qo'llash istiqbollari.....	55
Ulugboyeva Ezoza Inomjanovna	
O'zbekistonning Smart-turizm salohiyatini jahon turizm bozorida targ'ib qilishning zamonaviy marketing strategiyalari.....	58
Fayyoz Ahmedova Rashidovna	



Modern Trends in the Development of Tourism and the Experience of Foreign Countries in the Application of Smart Innovations in Personnel Training.....	62
Iskandarova Nargiza Mashrabjonovna	
The Main Role of Smart – Tourism in Modern XXI Century Uzbekistan as an Example.....	65
Narzullayeva Fariza Akmalevna, Saydaliyeva Feruza Bakhtiyorovna	
How Does Smart Tourism Support Sustainable Tourism Development: the Case of Uzbekistan	67
Khusniddin Egamnazarov	
Appearances, Classification and Application of Smart Tourism.....	70
Akhmadjanova Mukhtasarkhan Anvar qizi, Sharifboyeva Fazilatxon Odilbek qizi, Dadamirzayev Sarvarbek Ulug'bek o'g'li	
Фарғона водийсининг қишлоқ аҳоли пунктларида агротуризмни ривожлантиришнинг стратегик режасини ва смарт-технология концепциясини ишлаб чиқиш бўйича услубий ёндашувлар.....	74
Жумабаева Дилафруз Тожиidinovna	
Butun jahon Smart-turizmi bozorining rivojlanish xususiyatlari.....	78
Ravshanov To'yli Gulmurodovich	
Основные тенденции развития смарт туризма в условиях цифровой экономики в Республике Узбекистан.....	81
Салиева Екатерина Сергеевна	
Развитие Смарт-туризма в Узбекистане на основе современных принципов и использования зарубежного опыта.....	84
Ахмеджанова Ирада Усмановна, Халилова Нодира Абдухамид қизи	
Будущая роль Смарт-туризма на мировом туристическом рынке.....	88
Уралова Матлюба Ахоровна	
Проблемы и перспективы развития Smart-туризма в Узбекистане.....	95
Очилова Хилола Фармоновна, Раимова Севара Ойбековна	
Перспективы развития Смарт-туризма в Республике Узбекистан на основе современных технологий и использования зарубежного опыта.....	102
Рустамов Абдор Равшан угли	
Перспективы развития зелёного смарт туризма в Республики Узбекистан.....	106
Расулова Нигора Юсуповна	
Перспективы развития смарт туризма в Узбекистане на основе современных принципов	110
Рахимова Дилфуза Мирзакасимовна	
Перспективные направления развития смарт туризма в Узбекистане	113
Гузл Шеровна Хонкелдиева	
Развитие культурного Смарт-туризма в Узбекистане, с использованием опыта зарубежной компании «POLYMEDIA»	116
Караева Алёна Викторовна	
Turistik xizmatlar bozorini shakllantirishning rekreatsion dinamikasi.....	118
Bahrieva Zarina Nasimovna	

2-ШУЪБА

SMART-ТУРИЗМНИ ТАШКИЛ ЭТИШНИНГ АСОСИЙ ХУСУСИЯТЛАРИ

Main Features of Smart Tourism Organization	121
Narzullaeva Umidakhon	
The Role Smart-City Infrastructure in the Tourism and Architecture	124
Mukhlisa Akromova Saydimukhtor qizi	
The Main Components of the Development of “Smart” Tourism in the Region	130
Agzamova Nargiza Gapurovna	



Туризм соҳасида рақамли технологиялар орқали смарт туризмни ташкил этишнинг асосий хусусиятлари	135
Ҳамдамов Амриддин Ҳамдам ўғли	
Минтақа туризмни ривожлантиришда хизмат кўрсатиш корхоналарининг smart-ахборот моделлари асосида ривожланиши	140
Ш.Х.Мухитдинов	
Analysis of Cases of Use of Smart Technologies in Tourism and Hotel Enterprises.....	146
Hamidova Muxtasarxon Iqboljon qizi, Egamberdiyev Sirojiddin Sattor o'g'li	
Tarixiy shaharlarda turizmni rivojlanishida raqamli texnologiyalarning o'rni.....	152
Ro'zibayeva Zulayho Baxrombek qizi	
Turizm sohasi rivojlanishida Smart-turizmning o'rni	159
Dadamuxamedova Mushtariy Maxmudjon qizi	
Mamlakatimizda turizm sohasini raqamlashtirish va boshqarishni takomillashtirish	162
Mardiyev Bunyod Sirojiddin o'g'li	
Development of Smart Tourism in Uzbekistan Based on Modern Principles and Using Foreign Experience.....	165
Gulrukh Yusupova, Nilufarkhon Ashuralieva	
Jizzax viloyatining ijtimoiy-iqtisodiy rivojlanishida turizmning ahamiyati va roli: yangicha Smart yo'nalishlar va mexanizmlar	168
Aynakulov Muxitdin Abduxamidovich	
The Role of Smart Technologies in the Development of Agrotourism	172
Yoriyeva Farangiz Murodilloevna	
Turizmning rivojlanishini barqarorlashtirishda prognozlashning mohiyati va obykti.....	175
Axmadjanova Muxtasarxon Anvar qizi, Dadamirzayev Sarvarbek Ulug'bek o'gli, Sharifboyeva Fazilat Odilbek qizi	
The Main Trends in the Development of Digital Tourism in Uzbekistan.....	181
Ismailova Sayyora Ulugbekovna	
Jahon ziyorat turizmi obyektlarining turizm rivojlanishiga ta'siri.....	186
Karimova Maftuna Komiljon qizi	
The Future of Smart Tourism: Transforming Travel Experiences	191
Oppokkhonov Nurmukhammad	
Sayyohlik yo'nalishlariga tashrif buyuruvchilar uchun aqlli texnologiyalarning ahamiyati	193
To'xtayeva Xurshida Farhodovna	
O'zbekistonda Smart-turizmni rivojlantirish choralari.....	200
Raximova Dilfuza Mirzakasimovna	
Exploring Smart Tourism: Lessons From Abroad and Opportunities for Uzbekistan	206
Nasiba Mukhtorova, Zohid Askarov, Angelo Battaglia	
Smart Tourism: Pros, Cons and Potential Future Development	215
Baratov Asadbek	
Turistik destinatsiyalarni boshqarish orqali turistik mintaqalarni rivojlantirish.....	218
Toirova Nozima Miraxmad qizi	
Основные компоненты развития смарт туризма в Ташкентском регионе: перспективы и вызовы	223
Зиёвиддинова Тарона Ойбек кизи	
Инновационные тенденции применения умных технологий в развитии туризма и гостиничного бизнеса.....	226
Мусаева Сайёра Абдивахитовна	
Цифровизация как важнейший двигатель индустрии туризма.....	234
Абидова Д.	



Путешествие будущего: формирование и инновационное развитие направления Смарт-туризм	239
Курашева Валерия Олеговна, Ивонина Наталья Викторовна	
Основные особенности организации смарт-агротуризма в Узбекистане.....	241
Анваров Нодир Аллаёрович	

3-ШУЪБА

ЎЗБЕКИСТОННИНГ SMART-ТУРИЗМ САЛОҲИЯТИНИ ЖАҲОН ТУРИЗМ БОЗОРИДА ТАРҒИБ ҚИЛИШНИНГ ЗАМОНАВИЙ МАРКЕТИНГ СТРАТЕГИЯЛАРИ

Enhancing Marketing Strategy for the Development of Mountain Tourism.....	255
Mavlanov Golibjon Mahammad o'g'li	
Smart Destination Management: Challenges and Practices	258
Nurmukhammad Oppokkxonov	
O'zbekistonda qishloq turizmining shakllanish va rivojlanishi.....	260
Usmonov Sardor	
Фарғона водийсида туризм соҳасини ривожлантиришнинг ҳудудий дифференциал хусусиятлари	263
Максумов Азизхон Нодиржон ўғли	
O'zbekistonda turizmni rivojlantirishning jahon tajribasi muammo va istiqbollar	268
Aynaqulov Xusniddin Abduxamidovich, Teshayeva Farida Shuxrat qizi	
Hududlarda Smart-turizmni rivojlantirishda xorij tajribasini qo'llash istiqbollari.....	271
Islomova Dilrabo Salomovna	
Consideration of Positive and Negative Impacts of Smart Tourism on Destination Branding, Case of Uzbekistan	274
Ms. Yulduz Yakubova	
Analysis of the State of Use of Smart Technology in Hotels.....	276
Uralova Dilbar Anorbayevna, Egamberdiyev Sirojiddin Sattor o'g'li	
Turizm sohasi orqali aholi bandligini ta'minlash yo'llari	281
Matkbulova Dilorom Xalilullayevna	
Smart-turizmni tashkil etishning asosiy xususiyatlari	284
Uralova Matlyuba Axrorovna	
O'zbekistonning iqtisodiy rivojlanishida turizm sohasining o'rni.....	286
Matchanov Azizbek Umirbek o'g'li	
Mehmonxona xo'jaligida yashil texnologiyalarni joriy qilish.....	289
Xakimova Nargiza Axadjon qizi	
Mamlakatimizda Smart-turizmni rivojlantirish masalalari va iqtisodiyotda tutgan o'rni.....	293
Xomidov Mirodiljon Xasanboy o'g'li, Nishonboyev Doniyor Erkinjon o'g'li	
Dam olish turizmida Smart parklarning o'rni	295
Shaymanova Nigora Yusupovna	
Rekreatsiya turizmni rivojlantirishda Smart texnologiyalardan foydalanish	297
Shaymanova Nigora Yusupovna	
Smart Tourism: Foreign Experience and Prospects for Its Application in Uzbekistan.....	299
Avezova Nilufar	
Использование BIG DATA и AI для реинвентаризации маркетинга туризма в Узбекистане: новые перспективы в глобальной конкуренции.....	304
Турабекова Фарангиз Наримонбек кизи	
Проблема в смарт туризме	310
Аскаралиева Муштарий Баходировна	



Смарт туризм в Узбекистане: новые подходы и современные решения	313
Узганбаева Дилноза Тохтасиновна	
Смарт туризм в Узбекистане: новые возможности и вызовы.....	315
Бекмурадова Лайло Турсунмаматовна	
Влияние цифровых технологий на развитие туристского рынка в Узбекистане	323
Мустаева Шохида Саъдуллаевна	

4-ШУЪБА

ТУРИЗМ ВА ТАЪЛИМ: ШАРТ-ШАРОИТИ ВА ИСТИҚБОЛЛАРИ

Таълим туризми тушунчаси моҳияти ва уни ривожлантиришнинг хориж тажрибалари	327
Саъдуллаева Гулноза Содиқ қизи	
Toshkent viloyatida agroturizm obyektlarini rivojlantirish va kadrlar salohiyatini oshirish istiqbollari.....	330
Jo'rayeva Nargiza Abduvohidovna	
Smart-turizm faoliyatini boshqarish jarayoniga yondashuvlar	337
Mirzayev Abdullajon Topilovich	
Ilmiy faoliyani rivojlantirishda ta'lim tashkilotlaridan maqsadli foydalanish.....	341
Mirzaliyev Sanjar Maxamatjon o'g'li	
Turistik xizmatlarning reklamasini amalga oshirishda ijtimoiy tarmoqlarning ahamiyati	349
O. A. Norbo'tayev	
Ta'lim turizmining mohiyati va uni O'zbekistonda rivojlantirish imkoniyatlari.....	351
Jiyanov Uktam Panjievich	
Smart Tourism and Education: Conditions and Prospects in Uzbekistan	354
Gulrukh Yusupova, Sabina Turakulova	
Uzbekistan: Theory and Practice of Personnel Training for Tourism.....	361
Ochilova Hilola Farmonovna	
Marketing strategiyalarini qo'llash orqali mamlakat turizm bozorini rivojlantirish istiqbollari	365
Nurfayzieva Moxinur Zayniddinovna	
Turistik mahsulotlar shakllanishi bo'yicha nazariy yondashuvlar va narxlar tahlili	372
Imomov Sanjar Muxammadievich	
Mehmonxona sohasida Big Data texnologiyalarini qo'llash	376
Shermakhmadova Zarina Shavkat qizi	
Promoting Environmental Entrepreneurship And Innovation in a Green Economy.....	379
Embergenova Anjim Aydosbaevna	
Turizm xizmatlari eksportini oshirishda innovatsion marketing va raqamli texnologilayar ta'siri	381
Bakhromov Akmal Abduvahid o'g'li	
Samarali marketing strategiyalari orqali O'zbekistonni raqobatbardosh turizm yo'nalishi sifatida jonlantirish	385
Xusniddinova Munavvar Sur'at qizi	
O'zbekistonda Smart-turizmni zamonaviy prinsiplari asosida rivojlantirish va bunda xorij tajribasidan foydalanish.....	388
Tojiboyev Toxirjon Zoxirjon o'g'li	
Mehmonxona va xizmatlar bozorini takomillashtirish, mehmonxonalarda smart mehmonxona xizmatlarning tizimini joriy qilish	391
Mansurov Zokir Xusanovich	



Туризмни қўллаб-қувватлаш жамғармасининг соҳа ривожини молиялаштиришдаги аҳамияти.....	394
Примова Нигора Икром қизи	
Turizm – dunyo madaniyatiga ko‘prik.....	397
Abdullayeva Nilufar Sultanbayevna	
Key Features of Digital Advertising Development in Tourism in Uzbekistan.....	399
Mirziyo Sodikov Odiljon ogli	
Xizmat ko‘rsatish tarmoqlarida turizm va bank xizmatlarini bog‘liqliklari.....	404
Xakimov Zoxid Norbo‘tayeich	
Innovative Management in Smart Tourism: a Digital Economy Imperative for Tourist Enterprises.....	406
Mamanov Mukhammadamin	
The Role of The Capacity of Service Personnel in the Organization of the Quality Service Process in Hotel Enterprises.....	409
Rakhmonova Nigina Anvarovna	
Развитие умного туризма – перспектива кадров в сфере туризма.....	412
Бухарова Нигора Газиёвна	
Состояние гостиничного бизнеса в Самарканде и важность его развития.....	415
Мардонова Дилрабо Ширинбоевна	
Организационно-экономический механизм развития туристических комплексов.....	418
Хомидов Қаххорали Қурбонали ўғли	

5-ШУЎБА

ҚОРАҚАЛПОҒИСТОН РЕСПУБЛИКАСИДА ТУРИЗМНИ РИВОЖЛАНТИРИШ ТЕНДЕНЦИЯЛАРИ

Қорақалпоғистон Республикасида туризмни ривожлантириш имкониятлари.....	422
Эштаев Алишер Абдуғаниевич, Маткаримов Жаҳонгир	
Вопросы развития Smart-туризма в Республике Каракалпакистан.....	425
Абдувахидов Абдумалик Махкамovich	
Qoraqalpog‘istonning o‘ziga xos madaniy va tarixiy merosi.....	427
Xoshimov Baxrom Baxadirovich	
O‘zbekistonda ziyorat turizmini rivojlantirish istiqbollari.....	429
Matkbulova Dilorom, Abdug‘aniyev Toxirjon	
Соғломлаштириш туризми фаолиятини бошқаришда туристик кластерларни шакллантириш механизмларини баҳолаш.....	432
Ғофуров Азизбек Умаржонович	
Qoraqalpog‘iston Respublikasining o‘ziga xos ekologik merosi.....	435
Xoshimov Baxrom Baxadirovich	
Qoraqalpoq o‘lkasi turizm istiqbollari.....	437
Dehqonov Burxon Rustamovich	
Implementing Smart Tourism Strategies in Karakalpakstan.....	439
Mukhanov Murod Mukhan ugli	
Qoraqalpog‘iston Respublikasi turizm sektoridagi integratsiyaning nazariy asoslari.....	442
Xalimova Fayyoz Nafasovna	
Qoraqalpoqiston Respublikasida turizmni rivojlanish yo‘llari.....	445
Xushnazarova Maxzuna Gulamjonovna	
Turistik hududlarda turizmning barqaror rivojlanish konsepsiyalariga yondashuvlar.....	452
A. Asraqulov	



Минтақада туризм соҳасини бошқаришнинг ўзига хос хусусияти	455
Ембергенова Анжим Айдосбаевна	
Perspectives for the Further Development of Smart Tourism in Uzbekistan	460
Akhunova Shokhistakhon Nomanjanovna, Askarov Farhod Rakhmatovich	
Қорақалпоғистон Республикаси ички туризм йўналишлари.....	465
Норчаев Н. А.	
Qoraqalpog'iston Respublikasida turizmni rivojlantirish tendensiyalari	467
Islamova Qunduzxon Ikromboy qizi	
Тенденции развития Смарт-туризма в Республике Каракалпакстан	469
Очилова Х. Ф., Нагметуллаев А. А.	
Тенденции развития зеленого туризма в Республике Каракалпакстан.....	472
Расулова Нигора Юсуповна	
Перспективы развития смарт туризма в Республике Каракалпакстан.....	475
Косбергенова Нурзия Кудайбергеновна	
Role of social media in promoting Sustainable Tourism in Uzbekistan	477
Ms. Nigina Kurbonova, Dr. Shalki	
Jahonda ta'lim turizmining rivojlanish tendensiyalari	487
Uktam Jiyanov, Maksudova Shahlo	
Hududiy turizm rivojlanishining iqtisodiy samaradorligini oshrishda "Smart-turizm" xizmatlaridan maqsadli foydalanish.....	490
Dustmurodov Orifjon Ismatilloevich	
The role of tourism industry in the country's economy	497
Gofurova Vasila Odiljon qizi	
Tourism Impacts GDP Growth (and Decline).....	500
Gofurova Vasila Odiljon qizi	
Smart turizm texnologiyalarining sayyohlarning xatti-harakatlari, sayohatdan qoniqishlari va baxtli his qilishlariga ta'siri	503
Munajat Isakdjanova Inog'omovna	
Sayohat va turizm rivojlanish indeksi	507
Raxmonova Nilufar Yorqinovna	
O'zbekistonda smart turizmni rivojlantirish imkoniyatlari	512
Kamoliddin Jahongirov	
Xalqaro turizm bozorida ta'lim turizmining o'rni va rivojlanish xususiyatlari	514
Ominaxon Ababaxriyeva, Kamoliddin Jahongirov	
Functional composition of irrealis	517
Ochilova Noila Farmonovna	
Turizmga innovatsiyon texnologiyalarni joriy qilish mohiyati	519
Po'latov Ma'murjon Murodjon o'g'li	
Xizmat ko'rsatish tarmoqlari iqtisodiyotida zamonaviy logistika tizimlari mohiyati	521
Xasanov Sarvar Ulug'bek o'g'li	
Using Innovative Technologies in Hotels as a Factor of Sustainable Development of Tourism Industry	524
Sayfutdinov Shuxratjon Sultonovich, Egamberdiyev Sirojiddin Sattor o'g'li	

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