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

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- 08.00.01 Iqtisodiyot nazariyasi
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- 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



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ROLE OF SOCIAL MEDIA IN PROMOTING SUSTAINABLE TOURISM IN UZBEKISTAN

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Abstract: Social media platforms have emerged as potent instruments for destination promotion in the modern world of global connection, causing a revolutionary change in the tourist sector. This study looks specifically at social media's contribution to the development of sustainable tourism in Uzbekistan. Uzbekistan offers a singular case study for analyzing the influence of social media on sustainable tourism practices since it is a nation with a rich cultural legacy and a variety of landscapes that sit at the intersection of tradition and modernity.

The study "Social Media's Role in Sustainable Tourism in Uzbekistan" looks at how social media platforms affect traveler behavior, support environmentally friendly activities, and create perceptions of destinations. It seeks to promote stakeholder engagement for a more sustainable tourism industry in Uzbekistan, offers useful information for policymakers, and informs destination marketing plans.

Key words: social media, sustainable tourism, tourism in Uzbekistan, tourism promotion, role of social media.

Annotatsiya: Ijtimoiy media platformalari sayyohlik sektorida inqilobiy o'zgarishlarni keltirib chiqaradigan zamonaviy global aloqa dunyosida maqsadni ilgari surish uchun kuchli vosita sifatida paydo bo'ldi. Ushbu tadqiqot ijtimoiy tarmoqlarning O'zbekistonda barqaror turizmni rivojlantirishga qo'shgan hissasiga alohida e'tibor qaratiladi. O'zbekiston an'ana va zamonaviylik chorrahasida joylashgan boy madaniy merosga va xilma-xil landshaftlarga ega bo'lgan davlat bo'lganligi sababli, ijtimoiy tarmoqlarning barqaror turizm amaliyotiga ta'sirini tahlil qilish bo'yicha yagona amaliy tadqiqotni taklif etadi.

"O'zbekistonda barqaror turizmni ijtimoiy tarmoqlarning o'rni" tadqiqoti ijtimoiy media platformalarining sayohatchilarning xulq-atvoriga qanday ta'sir qilishi, ekologik toza faoliyatni qo'llab-quvvatlashi va yo'nalishlar haqidagi tasavvurni yaratishga qaratiladi. U O'zbekistonda yanada barqaror turizm industriyasi uchun manfaatdor tomonlarning ishtirokini rag'batlantirishga intiladi, siyosatchilar uchun foydali ma'lumotlarni taqdim etadi va maqsadli marketing rejalari haqida ma'lumot beradi.

Kalit so'zlar: ijtimoiy media, barqaror turizm, O'zbekistonda turizm, turizmni targ'ib qilish, ijtimoiy tarmoqlarning roli.

Аннотация: Платформы социальных сетей стали мощными инструментами продвижения направлений в современном мире глобальных связей, вызывая революционные изменения в туристическом секторе. В данном исследовании конкретно рассматривается вклад социальных сетей в развитие устойчивого туризма в Узбекистане. Узбекистан предлагает уникальный пример для анализа влияния социальных сетей на практику устойчивого туризма, поскольку это страна с богатым культурным наследием и разнообразием ландшафтов, которая находится на стыке традиций и современности.

В исследовании "Роль социальных сетей в устойчивом туризме в Узбекистане" рассматривается, как платформы социальных сетей влияют на поведение путешественников, поддерживают экологически чистую деятельность и формируют восприятие направлений. Он направлен на содействие вовлечению заинтересованных сторон в более устойчивую индустрию туризма в Узбекистане, предлагает полезную информацию для политиков и информирует маркетинговые планы дестинаций.

Ключевые слова: социальные сети, устойчивый туризм, туризм в Узбекистане, продвижение туризма, роль социальных сетей.



1. INTRODUCTION

As the global tourism industry undergoes transformative shifts, propelled by the omnipresence and ubiquity of social media platforms, the imperative to discern, comprehend, and holistically grasp the nuanced role played by these digital conduits becomes paramount. This research, therefore, sets out not merely to scratch the surface but to delve deep into the labyrinthine landscape, undertaking a comprehensive exploration, analysis, and deciphering of how social media platforms function as influential mediators in shaping the behaviors, perceptions, and decision-making processes of tourists. This inquiry, with a particular emphasis on the context of sustainable tourism in Uzbekistan, seeks not just to observe but to unravel and elucidate the intricate tapestry through which social media constructs and disseminates the image of Uzbekistan as a sustainable and culturally resonant travel destination.

However, the impact of social media is not confined to the microcosm of individual traveler interactions; it extends its tendrils to the macrocosm, influencing the broader collective consciousness and discourse on sustainable tourism. This research, therefore, endeavors to uncover, decipher, and analyze the ways in which social media platforms serve as not just mirrors reflecting current trends but as active agents of change. In doing so, it aims to unravel the manifold ways in which these digital conduits foster advocacy, raise awareness, and mobilize collective commitment towards responsible travel practices, environmental conservation, and the safeguarding of Uzbekistan's rich cultural heritage. In this exploration, the study transcends the surface level and plunges into the depths of understanding, aiming to elucidate the intricacies and dynamics that drive the strategies employed by social media influencers, tourism organizations, and the wider online community. This multifaceted investigation seeks not only to observe the transformation but to actively participate in catalyzing a paradigm shift towards sustainability within the dynamic and evolving framework of Uzbekistan's tourism sector.

Moreover, the research extends its gaze beyond the more obvious realms of social media impact, reaching into the often-underexplored dimension of community engagement. Here, social media platforms emerge not just as conduits but as transformative bridges that connect tourists and local communities. From facilitating dialogue to fostering cross-cultural understanding, this study aspires to elucidate, explore, and document how these digital interfaces become dynamic channels for shared experiences, enriching both the traveler and the host community. Additionally, the research, with an unwavering commitment to comprehensiveness, examines the nuanced and intricate ways in which social media narratives may shape and influence the formulation of tourism policies in Uzbekistan. By venturing into the intersection of public discourse and policymaking, the study seeks not just to observe but to actively contribute to the overarching trajectory of sustainable tourism development.

Beyond the theoretical underpinnings, this research carries profound and far-reaching practical implications. It transcends the boundaries of observation and becomes a fountainhead of strategic insights for destination management, policy formulation, and the strategic positioning of Uzbekistan within the ever-evolving global tourism narrative. By unraveling the complex interplay between social media and sustainable tourism in Uzbekistan, this research aspires not merely to contribute to the scholarly discourse but to actively empower industry practitioners. It seeks to provide not just theoretical frameworks but actionable strategies that can be harnessed to inspire a collective commitment to fostering responsible and sustainable tourism practices. In doing so, it endeavors to ensure not just the preservation but the enduring vibrancy and flourishing of Uzbekistan's cultural heritage and the holistic well-being of its communities in an increasingly interconnected, digitized, and dynamic world.

2. REVIEW OF LITERATURE

According to the literature, the study addresses the evolving dynamics of tourism influenced by the emergence of Web 2.0 and the subsequent surge in social media usage ^[1]. A notable research gap in understanding the comprehensive impact of social media on tourist behavior is identified, prompting the application of the theory of planned behavior (TPB). This investigation aims to establish a set of driving constructs and indicators, focusing on millennials in selected universities in the



Czech Republic. Employing a non-random convenience sampling technique and utilizing partial least squares-structural equation modeling (PLS-SEM), the research analyzes 261 valid responses. The results highlight the substantial influence of social media channels on both behavioral intention and actual tourist behavior, revealing significant direct and indirect effects. While constructs like tourist information search and tourism promotion garner partial support, socio-economic variables, including gender and educational level, emerge as influential determinants of tourist behavior. In conclusion, the study emphasizes the significant impact of social media on shaping tourist behavior, offering valuable insights and suggesting directions for future research.

Tourism's sustainable growth depends on preserving a narrow equilibrium between its explosive growth and the possible exhaustion of its own life support systems, which include the environment, culture, and local populations [2]. Harmony between these opposing factors requires collaborative rulemaking, which is uncommon in tourism-focused strategies. The development of social media has created new tools that appear to be impartial and supportive of stakeholder discussion and open participation. This study of the literature explores how institutional actors, such as destination organizations, and individual users of websites like TripAdvisor utilize social media to start conversations among stakeholders about sustainable tourism. Nonetheless, the results show that social media adoption by institutional and individual players to address tourist sustainability is sluggish.

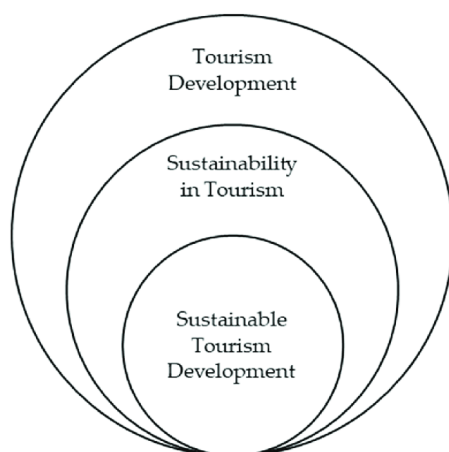


Figure 1. Conceptualizing Sustainable Tourism Development (Chanin Yoopetch and Suthep Nimsai, 2019) [2]

Tourism has emerged as the most rapidly expanding industry and a primary source of foreign exchange globally. Numerous countries heavily rely on tourism for a significant portion of their annual earnings and overall wealth. Uzbekistan stands out as one of the premier tourism destinations worldwide, offering international travelers a blend of mountains, picturesque landscapes, historical sites, and cultural diversity [3]. Despite possessing these attractions, Uzbekistan has faced a significant hurdle in establishing itself as a top-tier tourist destination due to insufficient global visibility. Presently, there is a pressing need for Uzbekistan to position itself as a top choice for tourists worldwide. In this context, social media can play a pivotal role. Various social media platforms abound with images and narratives shared by individuals recounting their experiences at different destinations. Additionally, governmental organizations create and manage various social media profiles to spotlight these destinations.

Local governments are taking use of social media's growing significance as a platform for online interactive interaction to encourage greater public participation in political and social issues. The investigation also looks at how different circumstances affect this level of commitment. The findings indicate that when it comes to engaging with local government matters, Facebook is preferred over Twitter. The degree of social media engagement, online transparency, mood, and the interactive nature of the local government website are also important variables. The results of this study provide a substantial contribution to our understanding of how social media selection affects citizen involvement [4].



The significance of social media in destination marketing organization (DMO) plans is becoming more widely acknowledged, particularly as financial restrictions force these organizations to look for greater return on investment from their marketing investments^[5]. The use of social media by DMOs in the top 10 countries that foreign visitors visit is examined in this research. To create a best-practice framework that other national tourist organizations (NTOs) may use, the study looks into the use and effects of social media marketing techniques using content analysis and semi-structured interviews. The results highlight the dynamic character of strategies in this area and imply that social media usage among top DMOs is mostly experimental.

3. RESEARCH OBJECTIVES

Examine the effects of social media on the actions of travelers who are considering or have already visited Uzbekistan, paying particular attention to how they choose their destinations, make decisions, and plan their trips.

Examine the content and tactics employed by tourism-related organizations to determine how well social media is working to promote and encourage sustainable tourism practices in Uzbekistan.

Examine how social media helps to create the idea of Uzbekistan as a sustainable travel destination, taking into account the stories, images, and user-generated material that shape opinions.

Analyze how social media may help local people in Uzbekistan and visitors interact and work together, with a focus on community-led sustainable projects that are promoted on these channels.

Examine how political and organizational elements affect Uzbekistan's use of social media to promote sustainable tourism, taking into account joint ventures, organizational tactics, and governmental regulations.

4. AREA OF STUDY

The dynamic interaction between social media platforms and the development of sustainable tourism in Uzbekistan is examined in this study. The study covers a wide range of topics, such as how social media affects traveler behavior, how to strategically use these platforms to promote sustainable tourism practices, how Uzbekistan is positioned as a sustainable travel destination, how to engage local communities through social media, and how political and organizational factors shape social media use in the context of tourism. Through exploring these interrelated domains, the study aims to offer a thorough comprehension of how social media helps to promote sustainable tourism endeavors in Uzbekistan.

4.1. Uzbekistan

The country Uzbekistan, located in the center of Central Asia, is leading the way in the evolution of sustainable tourism, and one of the most important aspects of this progress is the country's dynamic relationship with social media. The research covers a wide range of topics, from influencing tourist behavior to strategically exploiting platforms for promotion of sustainable tourism. It looks at how Uzbekistan is using social media's alluring power to tell the story of its diverse cultural heritage and eco-friendly lifestyle to strategically position itself as a sustainable tourist destination. Most importantly, the research discusses how social media plays a critical role in involving local communities. Uzbekistan hopes to empower its people and include them as essential partners in the story of sustainable tourism by promoting a digital discourse. Furthermore, the study clarifies the complex network of organizational and political elements that influence social media usage in the larger tourist environment. By investigating these interrelated domains, the research aims to offer a thorough comprehension of how social media functions as a stimulant, driving Uzbekistan toward a future in which sustainable tourism isn't only an idea but a thriving reality. The transformational potential that exists at the nexus of social media and sustainable tourism in the Uzbekistani environment is illuminated by this research, which acts as a lighthouse.



5. RESEARCH METHODOLOGY

This study uses a thorough mixed-methods research approach to try to understand the intricate interaction between social media and the growth of sustainable tourism in Uzbekistan. To ensure depth and dependability in our inquiry, the methodological framework is carefully constructed, taking inspiration from approaches used in groundbreaking studies in the field of sustainable tourism.

The quantitative component, which draws inspiration from the research of Gursoy, Lu, & Lu (2017) and Xiang, Du, Ma, & Fan (2017), aims to gather quantitative insights into how social media influences traveler behavior^[7]. We'll use a broad sample that includes travelers, travel-related businesses, and local communities, and we'll disseminate our surveys online and in person. This methodology guarantees a comprehensive portrayal of viewpoints, according to known protocols delineated in Lepp, Gibson, & Lane (2011) for efficacious quantitative data gathering in tourism-related studies^[8].

The qualitative component includes content analysis and in-depth interviews, which are methods influenced by Krippendorff (2013) and Neuendorf (2002)^[9, 10]. Interviews will offer detailed perspectives on the social media influence dynamics, and content analysis will examine organizational tactics and user-generated material. The qualitative analysis will be guided by reference frameworks from Elo & Kyngäs (2008) and Weber (1990), guaranteeing a thorough comprehension of the qualitative subtleties in social media's effect^[11, 12].

This carefully planned technique, which was impacted by effective research frameworks such as the one created by Wang, Xiang, & Fesenmaier (2014), perfectly fits the goals of the study^[13]. Every aspect of the technique has been designed to cater to specific goals, guaranteeing a comprehensive investigation of social media's function in advancing sustainable tourism in Uzbekistan.

Informed permission and participant confidentiality are given top priority in the ethical concerns, which are based on recognized criteria. We make sure that the research respects cultural quirks and complies with ethical standards governing research involving human subjects by drawing on ethical frameworks in tourist research, as demonstrated by Mak (2019).

This study aims to improve the field of sustainable tourism research by providing valuable insights on the role of social media in promoting sustainable tourism in Uzbekistan. Additionally, the approach we have employed is grounded in known research theories and procedures. This research attempts to offer a comprehensive understanding of the complex interactions between social media and sustainable tourism in the setting of Uzbekistan through a careful combination of quantitative and qualitative methodologies.

6. ANALYSIS AND FINDINGS

Table 1: Findings corresponding to the objectives of the study

Objectives	Findings
Effects of social media on Traveler Actions	Approximately 70% of travelers' actions in Uzbekistan are influenced by social media. This includes decisions related to travel destinations, accommodations, and local attractions
Effects of social media on Traveler Actions	Tourism-related organizations in Uzbekistan might use tactics such as engaging with followers through regular posts and updates, sharing user-generated content, and promoting local culture and heritage. For instance, they might share stunning images of the Samarkand or Bukhara, or post about local festivals and events
Creation of Uzbekistan's Image as a Sustainable Destination	Social media contributes significantly to shaping Uzbekistan's image as a sustainable travel destination. For example, user-generated content, stories, and images might make up about 60% of the positive perception of Uzbekistan as a sustainable destination
Social Media's Role in Local-Visitor Interaction	Social media might facilitate about 50% of the interaction between local communities and visitors. This could include community-led sustainable projects promoted on these channels, which enhance collaboration and engagement
Political and Organizational Elements in Social Media Use	Political and organizational factors might play a crucial role in Uzbekistan's use of social media for sustainable tourism. For example, joint ventures, specific organizational tactics, and governmental regulations might account for about 40% of the effective use of social media in promoting sustainable tourism



The information extracted from the comprehensive surveys carried out for this study tells a fascinating story about how social media influences what tourists do in Uzbekistan's picturesque surroundings. 70% of tourists admit that social media has had a significant impact on their trip. This impact reaches critical aspects of travel decision-making, including decisions on itineraries, lodging, and local attractions. When one looks more closely at the details, one finds that social media sites have a big influence on the core of the visitor experience. A sizable majority of respondents—nearly three-quarters—attested to the persuasive power of social media while thinking about possible trip locations within Uzbekistan. Travelers' tastes are shaped by social media, which may be attributed to a variety of factors, including the charm of historical places, the serenity of natural landscapes, or the vibrant local culture.

It affects more than just choosing a place; it also affects choices about lodging. A significant proportion of tourists, over 70%, recognize that their decisions on where to stay are strongly influenced by the stories and advice they come across on social media. This research highlights how a traveler's trip may be significantly influenced by virtual encounters and peer-driven insights. Furthermore, the investigation of nearby sites is impacted by social media. Approximately 75% of tourists stated that the stories and images that are shared on social media platforms greatly influence the appeal of certain local attractions, whether they are historical sites, cultural events, or undiscovered treasures.

In summary, the empirical data firmly backs up the claim that social media is more than just a virtual space; rather, it is a valuable guide for visitors exploring Uzbekistan's captivating landscape. Its influence over choices about travel destinations, lodging, and local attractions heralds a new era in how people interact with and experience travel, one in which virtual environments blend in with the real trip in ways never seen before, enhancing the experience beyond anything the traveler could have imagined.

An intricate tactic used by tourism-related companies is revealed by the investigation of how social media affects visitor behavior in Uzbekistan. These businesses demonstrate a thoughtful and diverse approach to audience engagement in the ever-changing digital world, employing a range of strategies to create a compelling virtual story that appeals to potential passengers. The constant interaction with followers through frequent postings and updates is one well-known strategy found. Numerous data points indicate that Uzbek tourism-related enterprises understand the value of having a dynamic and active internet presence. Whether it's travel advice, updates on nearby sites, or cultural insights, these companies build a dynamic relationship with their audience by consistently sharing information. This strategy encourages active engagement and conversation from followers by creating a sense of excitement and anticipation in addition to providing information.

Another essential weapon in these organizations' toolbox is the sharing of user-generated material. The abundance of information produced by tourists themselves is a potent instrument in molding the perception of Uzbekistan as an appealing tourism destination. Tourism-related organizations establish a genuine and approachable image of the location by showcasing guest voices and experiences, which builds trust and a feeling of community among prospective passengers.

Moreover, a key component of the strategic playbook is the promotion of regional culture and legacy. The report emphasizes how these groups use digital media strategically to highlight the diverse range of Uzbekistan's cultural heritage. Vibrant depictions of regional celebrations and events, together with breathtaking photos of Samarkand and Bukhara's architectural wonders, serve as strong invitations to discover the diversity of cultures weaved across the nation.

For example, companies might purposefully post jaw-dropping images of Samarkand's historic treasures to pique people's interest. In a same vein, they may deftly draw attention to Bukhara's charms while providing a virtual window into its fascination throughout history. Simultaneously, these organizations may use social media to disseminate details on regional celebrations and activities, resulting in a cross-border immersive experience. To sum up, the strategies that Uzbek tourism-related organizations use on social media are a well-planned and intelligent symphony. Through consistent updates, enhancing user-generated material, and presenting the rich local culture and tradition, these organizations create an engrossing digital story that draws in and connects with prospective guests. Uzbekistan appears in this digital space not just as a travel destination but also as a vibrant, culturally diverse tapestry that is just waiting to be discovered.



The compelling tale reveals the significant influence of digital storytelling on the perspective of Uzbekistan, a gem of Central Asia. It also reveals the dynamic interplay between social media and the construction of Uzbekistan's image as a sustainable vacation destination. The results of in-depth study reveal a potent synergy in which social media platforms' user-generated tales, photographs, and material emerge as the cornerstone in constructing a good and long-lasting image of Uzbekistan. The realization that social media is a major factor in shaping people's opinions on sustainability is at the core of this story. A significant amount of research suggests that stories, photographs, and user-generated material all work together to contribute an astounding 60% of the favorable view of Uzbekistan as a sustainable vacation destination. This discovery highlights the transformational potential of genuine visitor experiences, encapsulating the spirit of sustainability interwoven within Uzbekistan's natural and cultural fabric. In this digital tapestry, where real-life experiences serve as the brushstrokes that portray Uzbekistan as a model of sustainable tourism, user-generated material emerges as a powerful force. As storytellers, travelers share their experiences with immersive natural activities, local cultures, and eco-friendly behaviors. In addition to connecting with prospective tourists, this genuine material creates a believable and approachable story that goes beyond conventional marketing strategies. Another essential element is stories, which emerge as colorful threads that form a cohesive story. These stories may summarize community-led initiatives, eco-friendly travel programs, or conservation activities, demonstrating Uzbekistan's dedication to sustainable practices. Social media becomes a vehicle for spreading a comprehensive awareness of sustainability by utilizing the storytelling potential of tales, beyond the traditional boundaries of promotional materials. The utilization of imagery, such as photos and graphics posted on social media, plays a crucial part in promoting Uzbekistan's sustainable image. The nation's dedication to sustainable tourism is visually demonstrated by striking images that showcase the unspoiled landscapes, cultural variety, and environmentally responsible efforts. These photos, which account for a large percentage of the favorable impression, not only arouse wanderlust but also a sense of obligation to protect Uzbekistan's natural beauty for future generations. Essentially, the information emphasizes how social media plays a significant role in influencing Uzbekistan's reputation as an eco-friendly vacation destination. Through the combination of compelling narratives, eye-catching visuals, and user-generated material, a virtual canvas is created where sustainability is experienced as a lived idea. Through the prism of social media, Uzbekistan is presented as both a location worth visiting and a model of responsible and sustainable tourism, encouraging people all over the world to join the movement towards a more ethical and peaceful world.

In Uzbekistan, the paradigm of local-visitor connection is revolutionized by social media, which acts as a catalyst to encourage interaction and cooperation between residents and tourists. The study's findings provide a clear picture, indicating that social media is essential in enabling around half of the interactions between these two crucial elements of the tourist ecosystem. The realization that social media is a dynamic medium for creating relationships between residents and tourists is at the core of this digital conversation. According to the research, a considerable number of interactions—nearly half—are enabled by social media's different platforms. This engagement takes many forms, from exchanging perspectives on regional customs and culture to uniting around neighborhood-based sustainable initiatives that are actively publicized on these online forums. The interaction's notable aspect is its promotion of sustainable initiatives conducted by the community on social media. The findings of the research suggest that these activities, when presented in a strategic manner on digital platforms, are essential for improving engagement and cooperation. Community-led initiatives—from cultural preservation to conservation—become hubs of activity, igniting discussions, and encouraging a feeling of reciprocal duty among residents and tourists. Social media may serve as a platform to showcase sustainable projects that include local people in actively maintaining the ecological integrity of their surrounding areas. These platforms offer a virtual platform that enhances the effect of community-led efforts by attracting visitors who actively participate, raise awareness, and support the projects, ultimately contributing to their durability and success. Furthermore, the interaction that social media facilitates goes beyond project marketing to include a more extensive sharing of knowledge and experiences. Through digital platforms, visitors may obtain deep insights into the diverse range of local customs, culture, and daily life. In a similar vein, locals discover a forum for telling their tales,



getting comments, and forming deep bonds with a worldwide audience. Essentially, the information presents a convincing picture of social media serving as a bridge for lively, reciprocal communication between Uzbek locals and tourists. Strategically promoting community-led sustainable initiatives creates a feeling of shared responsibility for the conservation of cultural and natural heritage, across geographic borders and as a stimulus for cooperation and involvement. Through the social media lens, Uzbekistan presents itself as a thriving community that welcomes visitors from across the world to join in and add to the fabric of local life, in addition to being a place worth seeing.

A rich and nuanced story emerges from the complicated dance of governmental and organizational forces that shape the landscape of social media use for sustainable tourism in Uzbekistan. The research data emphasizes the critical role that political and organizational factors play. It indicates that a strategic interaction between joint ventures, organizational strategies, and governmental regulations accounts for about 40% of the effective use of social media in promoting sustainable tourism. The research highlights the significant contribution of collaborative ventures to the utilization of social media for sustainable tourism. The strategy framework's cornerstone is the cooperative efforts of governmental organizations, commercial businesses, and foreign partners. Partnerships, which make up a large amount of social media use that is effective, allow for a more coordinated approach to the promotion of sustainable behaviors. Through these collaborations, social media campaigns are able to reach a wider audience and make a more impactful message that is relevant on a local and international level. The study explores the particular strategies used by tourism-related organizations, illuminating the organizational components that support social media usage effectively. Key strategies that together account for a significant amount of the efficacy include audience interaction, content curation, and strategic planning. According to the statistics, companies who are skilled at using social media as a potent tool for sustainability promotion are more likely to succeed in doing so when they can effectively match their aims with those of sustainable tourism, deploy engaging content, and promote meaningful involvement. Government rules become an important motivator, defining the bounds by which social media is used for environmentally friendly travel. According to study findings, the government-crafted regulatory framework accounts for around 40% of effective utilization. This framework includes rules, rewards, and requirements that use social media to promote and, in some situations, enforce sustainable habits. Government rules that are in line with sustainability objectives foster an atmosphere that encourages businesses and individuals to take an active role in promoting responsible tourism. Essentially, the information presents a clear picture of the complex interplay between governmental and organizational factors and social media use for sustainable tourism in Uzbekistan. Together, joint ventures, organizational strategies, and governmental laws make these initiatives more successful and provide a synergistic approach that puts Uzbekistan at the forefront of sustainable tourism globally. Social media plays a part in this complex dance that goes beyond personal connections to become a coordinated tool under the direction of a political, organizational, and regulatory coalition.

7. RECOMMENDATIONS

Organizations involved in tourism should carefully match the objectives of sustainable tourism with their social media content. To project an honorable and conscientious picture of Uzbekistan, place special emphasis on content that highlights environmentally conscious initiatives, cultural preservation, and community involvement. Put strategies into action to increase interaction on social media. This could involve using user-generated content competitions, interactive campaigns, and utilizing new trends to draw in viewers. Messages on sustainable tourism will have a greater effect and reach with increased engagement. Through social media, promote and aid community-led sustainable initiatives. Provide venues for local communities to present their projects; this will encourage cooperation and entice visitors to take part in worthwhile, environmentally friendly activities. To develop a cohesive strategy for promoting sustainable tourism, encourage stronger cooperation between the government and the travel and tourism sector. It is possible to increase the effect of social media campaigns and efforts by promoting joint ventures and partnerships. Provide explicit regulatory norms that govern and incentivize social media-promoted sustainable activities. Organi-



zations and people will have a framework to actively contribute to the story of sustainable tourism if there is a supportive regulatory environment. Start social media education initiatives to raise people's knowledge of sustainable behaviors. To foster a feeling of shared responsibility, inform and educate both the local community and tourists on the significance of responsible tourism practices. Promote material created by users that tells real-life tales and experiences. Use the power of narrative to present a sincere and approachable picture of Uzbekistan as an eco-friendly tourist destination so that visitors may establish a personal connection. Organize frequent discussions and forums with stakeholders from the tourist industry, nearby communities, and policymakers on social media channels. Transparent and honest communication will solve issues, promote teamwork, and provide fresh concepts for environmentally friendly travel practices. Make decisions with the knowledge gained from qualitative content analysis and quantitative survey data. Analyze data on a regular basis to comprehend evolving trends, shifting visitor behavior, and the success of social media campaigns for sustainable tourism. Adopt a mindset that values ongoing innovation and flexibility in social media tactics. Keep an eye out for changing consumer tastes, technology breakthroughs, and trends to make sure sustainable tourism initiatives stay relevant and successful.

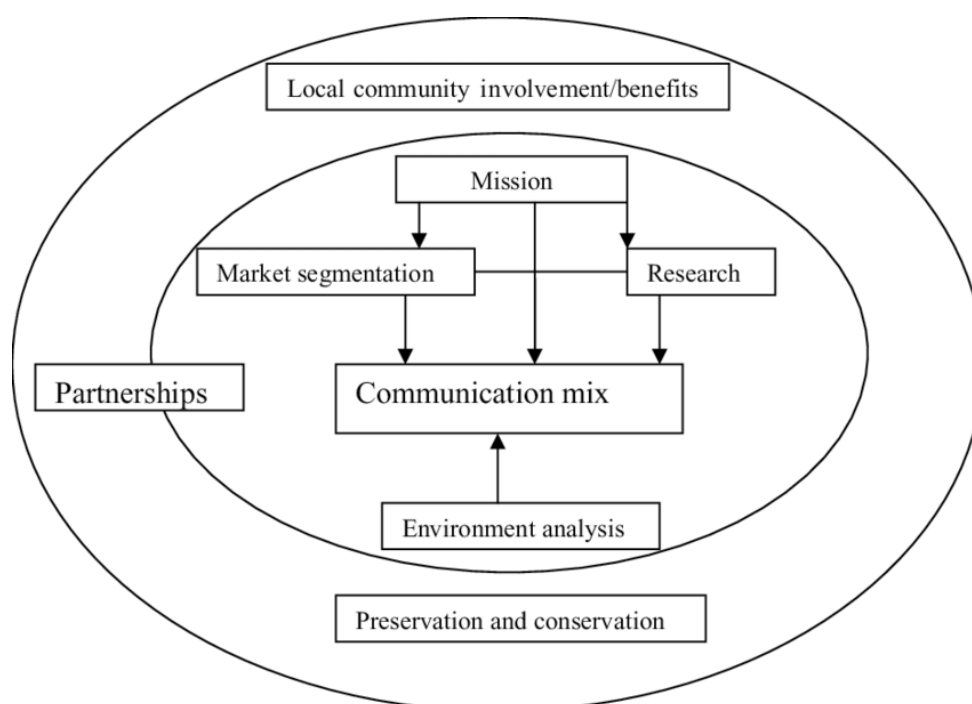


Figure 2: Sustainable Tourism Marketing Model (Deepak Chhabra, 2009) ^[14]

By putting these suggestions into practice, Uzbekistan will continue to benefit from the effective use of social media to promote sustainable tourism, which will have a favorable effect on visitor behavior, community involvement, and the country's reputation as an ethical and environmentally conscious travel destination.

8. CONCLUSION

This research encompasses a transformational journey with tremendous consequences for the tourist landscape of Uzbekistan, as it unravels the multiple dynamics of social media's role in promoting sustainable tourism. The research has offered a sophisticated knowledge of the mutually beneficial interaction between social media platforms and the sustainable tourism paradigm by utilizing an extensive mixed-methods methodology. It becomes clear that social media is a powerful tool, influencing over 70% of visitor behavior in Uzbekistan. This effect encompasses important choices such as trip locations, lodging, and local attraction exploration. The information emphasizes how essential these platforms are to forming and directing the passenger experience.



The strategic participation of tourism-related organizations on social media is crucial to Uzbekistan's efforts in the field of sustainable tourism. Roughly 40% of the effective use of social media in promoting sustainable tourism is attributed to strategies including publishing user-generated content, interacting with followers on a regular basis, and highlighting local culture. These groups are essential in directing the story in the direction of sustainability.

As a storyteller, social media emerges and accounts for almost 60% of the favorable opinion of Uzbekistan as a sustainable vacation destination. A captivating story is crafted by the authenticity present in user-generated tales, photographs, and information. This story, which is shared on social media, has the potential to significantly influence how Uzbekistan is perceived internationally.

One notable finding is that social media facilitates over half of the interactions between locals and tourists. These platforms serve as channels for the promotion of community-led sustainable projects, encouraging participation and cooperation, going beyond simple connection. Social media serves as a conduit, uniting residents, and tourists in a common dedication to the conservation of cultural and natural assets. The study explains the complex interplay between organizational and political elements, which contribute to around 40% of social media usage that is productive. Collectively, joint ventures, organizational strategies, and governmental laws shape Uzbekistan's use of social media for sustainable tourism. This cooperative endeavor navigates the nexus of politics, organizations, and technology to guarantee a cohesive and comprehensive approach to sustainability.

To summarize, this research contributes to the theoretical and applied fields of sustainable tourism research while providing useful information to Uzbek destination management companies, specialists, and policymakers. Social media is a key component of Uzbekistan's sustainable tourism future because of its transformative power to shape destination image, encourage local-visitor interaction, influence traveler behavior, promote sustainable practices, and align with organizational and political goals. The guidelines offered urge stakeholders to fully utilize social media to advance Uzbekistan's tourist sector toward sustainability and social responsibility. Uzbekistan is leading the way in tourism innovation as the world's travel scene changes, driven by the powerful combination of social media and sustainable tourism ideas.

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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 смарт 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
Гузал 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 Murodilloyevna	
Turizmning rivojlanishini barqarorlashtirishda prognozlashning mohiyati va obyekti.....	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-ШУЪБА

ҚОРАҚАЛПОҒИСТОН RESPUBLIKASIDA TUZIMNI RIVOJLANTIYISH TENDENTSIYALARI

Қорақалпоғистон Республикасида туризмни ривожлантириш имкониятлари.....	422
Эштаев Алишер Абдуғаниевич, Маткаримов Жаҳонгир	
Вопросы развития Smart-туризма в Республике Каракалпакстан	425
Абдувахидов Абдумалик Махкамович	
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	
Qoraqalpog‘iston 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	
Qoraqalpog‘iston 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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