

Yashil IQTISODIYOT va TARAQQIYOT

DOI 2023

Ijtimoiy, iqtisodiy, siyosiy, ilmiy, ommabop jurnal



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

Respublika ilmiy-amaliy anjumani

TOSHKENT DAVLAT IQTISODIYOT UNIVERSITETI
ILMIY MAQOLA VA TEZISLAR TO'PLAMI

2023-yil 15-dekabr, maxsus son

- 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



74-91 xalqaro daraja
ISSN: 2992-8982

Yashil

IQTISODIYOT va TARAQQIYOT

Ijtimoiy, iqtisodiy, siyosiy, ilmiy, ommabop jurnal

Bosh muharrir:

Sharipov Qo'ng'irotboy Avezimbetovich

Elektron nashr. 540 sahifa, 15-dekabr, 2023-yil.

Bosh muharrir o'rinbosari:

Karimov Norboy G'aniyevich

Muharrir:

Qurbonov Sherzod Ismatillayevich

Tahrir hay'ati:

Rae Kvon Chung, Janubiy Korea, TDIU faxriy professori, "Nobel" mukofoti laureati

Salimov Oqil Umrzoqovich, O'zbekiston fanlar akademiyasi akademigi

Abduraxmanov Kalandar Xodjayevich, O'zbekiston fanlar akademiyasi akademigi

Osman Mesten, Turkiya parlamenti a'zosi, Turkiya – O'zbekiston do'stlik jamiyati rahbari

Toshkulov Abduqodir Hamidovich, i.f.d., prof., TDU rektori

Buzrukxonov Sarvarxon Munavvarxonovich, i.f.d., O'zR Oliy ta'lim, fan va innovatsiyalar vaziri o'rinbosari

Sharipov Qo'ng'irotboy Avazimbetovich, t.f.d., prof., TDIU rektori

Oblamuradov Narzulla Naimovich, i.f.n., dotsent

Djumaniyazov Maqsud Allanazarovich, Qoraqalpog'iston Respublikasi Tabiat resurslari qo'mitasi raisi

Axmedov Durbek Kudratillayevich, i.f.d., prof., O'zR Oliy Majlisi qonunchilik palatasi deputati

Utayev Uktam Choriyevich, O'zR Bosh prokuraturasi boshqarma boshlig'i o'rinbosari

Ochilov Farxod, O'zR Bosh prokuraturasi iqtisodiy jinoyatlarga qarshi kurashish departamenti bo'limi boshlig'i

Eshov Mansur Po'latovich, i.f.d., prof., TDIU Akademik faoliyat bo'yicha prorektori

Xudoyqulov Sadirdin Karimovich, i.f.d., prof., TDIU YoMMMB birinchi prorektori

Abduraxmanova Gulnora Kalandarovna, i.f.d., prof., TDIU Ilmiy ishlar va innovatsiyalar bo'yicha prorektori

Kalonov Muxiddin Baxritdinovich, i.f.d., prof., "O'IRIAM" ilmiy tadqiqot markazi direktori – prorektor

Yuldashev Maqsud Abdullayevich, p.f.d., prof., TDIU Moliya-iqtisod ishlari bo'yicha prorektori

Karimov Norboy G'aniyevich, i.f.d., prof., TDIU huzuridagi PKQTMO tarmoq markazi direktori

Hakimov Nazar Hakimovich, f.f.d. TDIU profesor

Yuldashev Mutallib Ibragimovich, i.f.d., TMI professori

Samadov Asqarjon Nishonovich, i.f.n., TDIU Marketing kafedrasini professori

Slizovskiy Dimitriy Yegorovich, t.f.d., Rossiya xalqlar do'stligi universiteti professori

Mustafakulov Sherzod Igamberdiyevich, i.f.d., prof., Xalqaro "Nordik" universiteti rektori

Aliyev Bekdavlat Aliyevich, f.f.d., TDIU professori

Po'latov Baxtiyor Alimovich, t.f.d., prof., Atrof-muhit va tabiatni muhofaza qilish texnologiyalari ilmiy-tadqiqot instituti

Axmedov Javoxir Jamolovich, i.f.f.d., "El-yurt umidi" jamg'armasi ijrochi direktori o'rinbosari

Isakov Janabay Yakubbayevich, i.f.d., TDIU professori

Toxirov Jaloliddin Ochil o'g'li, t.f.f.d., Toshkent arxitektura-qurilish universiteti katta o'qituvchisi

Kamilova Iroda Xusniddinovna, i.f.f.d., TDIU dotsenti

Nosirova Nargiza Jamoliddin qizi, i.f.f.d., TDIU dotsenti

Sevil Piriyeva Karaman, PhD, Turkiya Anqara universiteti doktoranti

Yaxshiboyeva Laylo Abdisattorovna, TDIU katta o'qituvchisi

Rustamov Ilhomiddin, f.f.n., Farg'ona davlat universiteti dotsenti

Mirzaliyev Sanjar Maxamatjon o'g'li, TDIU Ilmiy tadqiqotlar va innovatsiyalar departamenti rahbari

Babayeva Zuhra Yuldashevna, TDIU huzuridagi PKQTUMOTMXHB mutaxassis

Ekspertlar kengashi:

Hakimov Ziyodulla Ahmadovich, i.f.d, TDIU dotsenti

Tuxtabayev Jamshid Sharafetdinovich, i.f.f.d, TDIU dotsenti

Imomqulov To'liq Burxonovich, i.f.f.d, TDIU dotsenti

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

Hamkorlarimiz: Toshkent davlat iqtisodiyot universiteti, O'zR Tabiat resurslari vazirligi, O'zR Bosh prokuraturasi huzuridagi IJQK departamenti.

UO'K: 338.48 (075)

KBK: 65.433(011)

“Smart-turizm: XORIJIY TAJRIBA VA UNI O‘ZBEKISTONDA QO‘LLASH ISTIQBOLLARI”. Respublika ilmiy-amaliy anjumani materiallari to‘plami. – T.: “YalIT” jurnali, 2023. – 540-b.

To‘plamga xorijiy va mahalliy olimlar, sohaning yetuk mutaxassislari va oliy o‘quv yurtlarida turizm sohasidagi muammolar bo‘yicha ilmiy izlanishlar olib borayotgan doktorantlar, tadqiqotchilar, vazirlik, qo‘mita va turli mulkchilik shaklidagi korxona, tashkilotlarning yetakchi mutaxassislari, magistrnlarning ilmiy izlanishlarining natijalari kiritilgan.

To‘plamda keltirilgan materiallarning mazmuni, undagi statistik ma‘lumotlar va keltirilgan huquqiy-me‘yoriy hujjatlarning haqqoniyligi, tadqiqdiy fikr-mulohazalar va takliflarga mualliflarning o‘zlari mas‘uldirlar.

Mas‘ul muharrir: t.f.d., prof. K.A. Sharipov

Konferensiya tahrir hay‘ati: i.f.d., prof. M.P.Eshov, i.f.d., prof. G.Q.Abduraxmanova, i.f.d., prof. S.K.Xudoyqulov, i.f.d., prof. M.A.Yuldashev, i.f.d., prof. A.M.Abduvohidov, i.f.d., prof.M.T.Aliyeva, i.f.d., prof. A.A.Eshtayev, i.f.d., prof.A.N.Norchayev, i.f.n.,prof. S.R.Safayeva, i.f.n., dots. D.I.Abidova, i.f.n., dots. X.Ochilova,i.f.n., dots. M.Nurfayziyeva.

Taqrizchilar:

Sh. Ergashxodjayeva, i.f.d., prof.

U. G‘afurov, i.f.d., prof.

Ushbu Toshkent davlat iqtisodiyot universitetida o‘tkazilayotgan «Smart-turizm: XORIJIY TAJRIBA VA UNI O‘ZBEKISTONDA QO‘LLASH ISTIQBOLLARI» mavzusidagi Respublika ilmiy-amaliy anjuman to‘plami O‘zbekiston Respublikasi Oliy ta‘lim, fan va innovatsiyalar vazirligi tomonidan nashrga tavsiya etilgan.

ISBN 978-9943-6856-0-4



TOURISM IMPACTS GDP GROWTH (AND DECLINE)

Gofurova Vasila Odiljon qizi

Tashkent State University of Economics bachelor's students

According to the recent "World Tourism And Travel Council" report tourism contributes 10.3% to global GDP. In 2020, it dropped to 5.5 due to the coronavirus pandemic. It is an industry that creates at least 260 million jobs. Tourism's proportions to a country's GDP is closely linked to the number of jobs it creates. When tourism develops, businesses thrive, which leads to more job opportunities. As a result, more people have money to spend within their local economy. This increase in sales tax revenue funds important infrastructural and environmental endeavours in the community. As an example in 2022, the United States reported the highest total contribution of travel and tourism to GDP, with these industries generating, directly and indirectly, roughly two trillion U.S. dollars. The tourism sector in the Latin American and Caribbean countries contributes significantly to GDP earnings, though this contribution is not reflected in the domestic income and product accounts of most countries. In the Bahamas, tourism accounts for about one-third of GDP, and most sectors of economic activity are directly or indirectly linked to it. In Barbados, tourism is the leading economic sector, accounting for 15 percent of the GDP in 1992. In Jamaica, the tourism contribution to GDP was 13.4 percent in 1992, while in Mexico it was only 4 percent.

TOURISM IS GOOD FOR RURAL AREAS

As rural tourism provides visitors from urban areas with various kinds of psychological, educational, social, esthetic, and physical satisfaction. It has brought unprecedented numbers of tourists to rural communities, stimulated economic growth, improved the viability of these communities, and enhanced their living. Especially the concept of "rural tourism" has gained popularity as urban tourists crave a break from busy city life and seek out more natural environments. They look for unique experiences such as staying on a farm, going for days-long hikes with guides, rock climbing, and more. Tourism in rural areas also offers tourists an opportunity to learn more about an area in its natural state and form a deeper connection with the local community. It encourages people to explore local cultural and historical attractions while supporting small businesses and community development. The development of rural tourism can also bring a sense of pride and identity to local communities by showcasing the unique aspects of their region.

CULTURAL PRESERVATION

Tourism also plays a role in preserving historical sites and cultural traditions. As many visitors worldwide flock to a destination to learn about its history and culture, tourism can help generate sufficient funds for cultural conservation efforts.

NATURAL RESOURCES

Tourism can provide incentives for protecting and preserving natural resources and ecosystems. By introducing sustainable tourism practices, areas with important biodiversity can be better safeguarded against destruction while delivering economic benefits to the local community.

NEGATIVE IMPACTS OF TOURISM TO THE ECONOMY.

Together with positive impacts, tourism has also negative impacts to the economy. For example, a German tourist visiting Sri Lanka might arrive on Air Lanka using a DC10 aircraft (made in the USA), stay in a foreign owned and managed hotel (Taj Group India), drink French wine and Scotch whisky and eat Australian beef. To the tourist receiving country these imports represent leakages. To the international economy they constitute trade opportunities and generate exports. The redistribu-



tive effect of international tourism refers to the fact that most international tourists come from high-income developed countries and spend a part of their discretionary income in lower income countries by the purchase of holidays. In this sense some of the surplus spending power of the richer countries is through tourism redistributed to other countries, many of them being in the developing world. The relatively wealthy countries of Western Europe and North America are major generators of tourists. Those countries with high surpluses on balance of payments, such as Japan, encourage residents to travel abroad as one means of reducing and redistributing the surplus. These redistributive effects are important as they provide for developing countries one of the very few opportunities to enter tariff-free export development. International tourism has specific impacts on the tourist receiving countries.

Strategies for Maximizing the Positive Economic Impact of Tourism:

■ UNDERSTAND THE LOCAL ECONOMY

To better serve your clients, it's crucial to comprehend how tourism can economically benefit various regions based on the type of travel agency you operate. This knowledge can then aid you in aligning your clients' interests with your business goals. For example, tourists visiting a region may stimulate local businesses and introduce new products that would otherwise not be available. This can have a ripple effect on the local economy.

■ PROMOTING RESPONSIBLE AND SUSTAINABLE TOURISM PRACTICES

The way online travel agencies advertise and promote their services based on responsible and sustainable tourism practices has changed over the years. OTAs can support this by promoting sustainable and ethical travel opportunities that empower local communities. For example, an OTA may promote eco-friendly accommodations, sustainable tour operators, and local community initiatives.

■ ADAPTING TO EVOLVING TRENDS IN THE TOURISM INDUSTRY

Tourists often seek out new experiences, and OTAs can provide information about activities that match their interests. For example, experiential travel, which focuses on activities such as cultural experiences and outdoor adventures, has been gaining traction in recent years.

TOURISM IN SOUTH ASIA

In the South Asian region, the share of the tourism sector in GDP was 8.9% (\$281.6 billion) in 2017 with the speculation of further growth of 7.2% in 2018. It will be 9.0% of GDP (\$301.8 billion) with auxiliary income of 6.2% by the year 2028 to reach 9.4% of GDP (\$579.6 billion), as presented in Figure 1. In 2017, tourism contributed 7.5% of jobs to the employment sector (49,931,500 jobs) and a speculated increase of 3.0% or a total share of 7.6% of the job market in 2018 (51,436,500 jobs). By the year 2028, the share of tourism in the job market is expected to touch 7.8% of the job market (63,006,000 jobs), as presented in Figure 2.

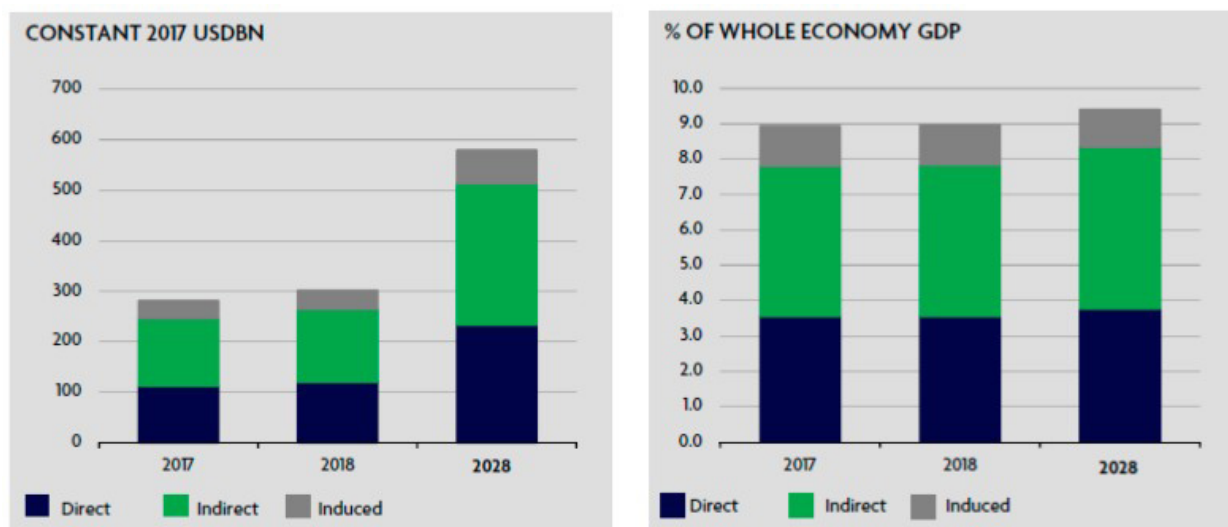


Figure 1: Source: World travel and tourism council, 2018. SOUTH ASIA: Total contribution of travel and tourism to GDP.

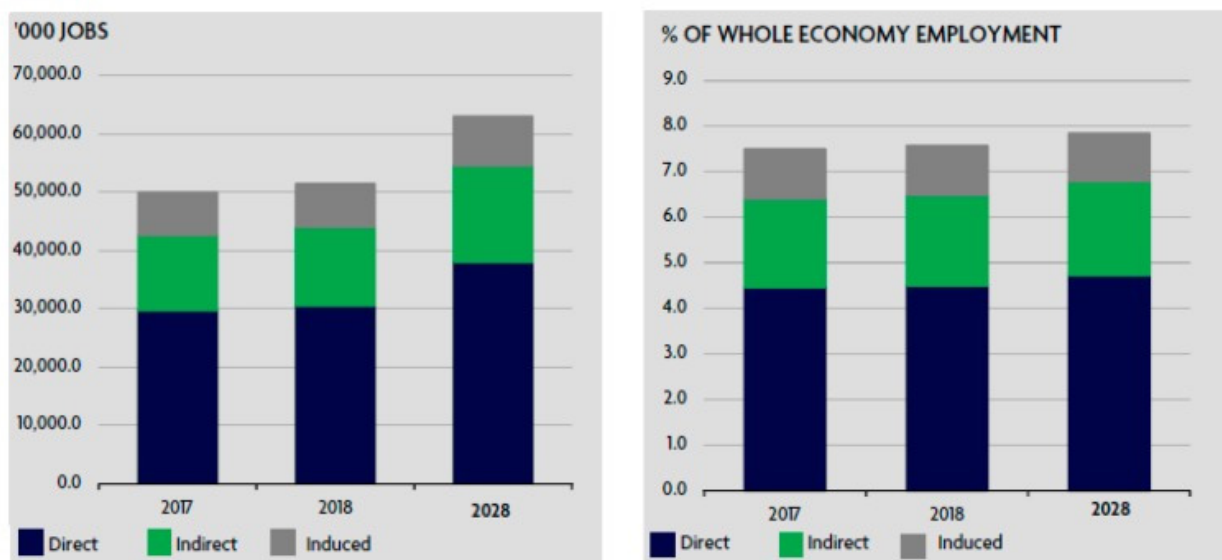


Figure 2: Source: World travel and tourism council, 2018. SOUTH ASIA: Total contribution of travel and tourism to employment.

To conclude, tourism can be the backbone of economy for the country by creating more job opportunities and bringing more foreign earnings.

References:

1. <https://globaledege.msu.edu/blog/post/55748/the-importance-of-tourism-on-economies>
2. <https://www.hotelimize.com/blog/the-economic-impact-of-tourism>
3. <https://cyberleninka.ru/article/n/the-role-of-tourism-industry-in-the-world-economy>
4. Faiza Manzoor Department of Agricultural Economics and management in Zhejiang university in China. Article named "THE CONTRIBUTION OF SUSTAINABLE TOURISM TO ECONOMIC GROWTH AND EMPLOYMENT IN PAKISTAN"
5. Young Luin Liu article named "Humanities and social sciences communications".
6. Amonboyev Mahamadsiddiq, Sayfutdinov Shuhratjon Sultonovich, Nurfayzieva Mohinur Zayniddinovna FUNDAMENTALS OF TOURISM A textbook for university students.
7. G. S. Sa'dullayeva, M.G. Xushnazarova XALQARO TURIZM MENEJMENTI (Darslik).



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 РЕСПУБЛИКАСИДА ТУРИЗМНИ РИВОЖЛАНТИРИШ ТЕНДЕНЦИЯЛАРИ

Қорақалпоғистон Республикасида туризмни ривожлантириш имкониятлари.....	422
Эштаев Алишер Абдуганиевич, Маткаримов Жаҳонгир	
Вопросы развития Smart-туризма в Республике Каракалпакистан.....	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	
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	

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

Yashil

IQTISODIYOT va TARAQQIYOT

Ijtimoiy, iqtisodiy, siyosiy, ilmiy, ommabop jurnal

Ingliz tili muharriri: Feruz Hakimov

Musahhih: Xondamir Ismoilov

Sahifalovchi va dizayner: Iskandar Islomov

2023. Maxsus son

© 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](https://t.me/@iqtisodiyot_77)

Tel.: 93 718 40 07

Jurnalga istalgan payt quyidagi rekvizitlar orqali obuna bo'lishingiz mumkin. Obuna bo'lgach, [@iqtisodiyot_77](https://t.me/@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.



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.