



IQTISODIYOT & TARAQQIYOT

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MAHALLIY VA XALQARO TURIZM BOZORIDA RAQOBATBARDOSHLIKNI SHAKLLANTIRISH OMILLARI, TAMOYILLARI VA MEXANIZMLARI

Alikulov Samar Abdurashidovich

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Annotatsiya. Maqolada mahalliy va xalqaro turizm bozorida raqobatbardoshlikni shakllantirish omillari, tamoyillari va mexanizmlari kabi muhim masalalar yoritilgan. Turizm raqobatbardoshlikning nazariy asoslari va uning amaliy jihatlari o'rganilgan. Xususan, yo'nalishlarning jozibadorligi, infratuzilma darajasi va uning iqtisodiy rivojlanishga ta'siri hisobga olingan holda, mazkur tushunchaning ko'p qirrali ekanligi ko'rsatilgan.

Shuningdek, ilmiy adabiyotlar tahlili asosida ushbu masalaning dolzarbligi keng yoritilgan. Adabiyotlar sharhi keng qamrovda shakllantirilgan bo'lib, unda metodologik masalalar, olingan natijalar hamda muhokama qilinadigan jihatlar qamrab olingan.

Maqolaning yakuniy qismida xulosa va foydalanilgan adabiyotlar ro'yxati keltirilgan. Maqola ko'plab manbalar va yangi ma'lumotlar bilan boyitilgan, turli qarashlar, g'oyalar va nazariyalar tahlil qilinib, ulardan samarali foydalanilgan.

Kalit so'zlar: Jahon iqtisodiy forumi, indeks, mezonlar, destinatsiyalar, indikatorlar, omillar, metodologiya, barqarorlik, PROMETHEE usuli, klasterlar, industriyalar, infratuzilma, monitoring, strategiya, marketing, faol raqobatbardoshlik, global va ekologik omillar, kompleks qarorlar, moslashuvchanlik.

Abstract. The article examines important issues related to the formation of competitiveness in both local and international tourism markets, including the factors, principles, and mechanisms that shape it. The theoretical foundations of competitiveness in tourism, as well as its practical aspects, are analyzed. In particular, taking into account the attractiveness of destinations, the level of infrastructure development, and their impact on economic growth, it is demonstrated that the concept of competitiveness is multifaceted.

Furthermore, based on an analysis of scientific literature, the relevance of this issue is comprehensively highlighted. The literature review is presented extensively and covers methodological aspects, obtained results, as well as various issues discussed within the study.

In the final part of the article, conclusions and a list of references are provided. The article is enriched with numerous sources and new data, and various perspectives, ideas, and theoretical approaches are analyzed and effectively utilized.

Key words: World Economic Forum, index, criteria, destinations, indicators, factors, methodology, sustainability, PROMETHEE method, clusters, industries, infrastructure, monitoring, strategy, marketing, active competitiveness, globalization and ecology, integrated solutions, adaptability.

Аннотация. В статье рассматриваются важные вопросы, связанные с формированием конкурентоспособности на местном и международном туристическом рынке, включая факторы, принципы и механизмы её обеспечения. Исследованы теоретические основы конкурентоспособности в туризме, а также её практические аспекты. В частности, с учётом привлекательности туристических направлений, уровня развития инфраструктуры и их влияния на экономическое развитие показано, что понятие конкурентоспособности является многогранным.



Кроме того, на основе анализа научной литературы подробно раскрыта актуальность рассматриваемой проблемы. Обзор литературы представлен достаточно широко и охватывает методологические вопросы, полученные результаты, а также обсуждение значимых аспектов, связанных с данной тематикой.

В заключительной части статьи представлены выводы и список использованной литературы. Статья обогащена многочисленными источниками и новыми данными, проведён анализ различных подходов, идей и теорий, а также показана эффективность их применения.

Ключевые слова: Всемирный экономический форум, индекс, критерии, туристические дестинации, индикаторы, факторы, методология, устойчивость, метод PROMETHEE, кластеры, индустрии, инфраструктура, мониторинг, стратегия, маркетинг, активная конкурентоспособность, глобализация и экология, комплексные решения, адаптивность.

KIRISH

Ushbu bozorlardagi raqobatbardoshlikni belgilovchi omillar, tamoyillar va mexanizmlarni chuqur o'rganish turizm sektorining barqaror rivojlanishi uchun muhim ahamiyatga ega (Sobirov et al., 2023). Jahon bozorida samarali ishtirok etish va xorijiy sayyohlarni jalb qilish maqsadida turizm sohasida raqobatbardosh takliflar yaratish, shuningdek, rivojlanish darajasi past bo'lgan mamlakatlar uchun ilg'or xorijiy modellarni moslashtirish muhim ahamiyat kasb etadi. Bu esa ularning xalqaro bozorda o'z mavqeini mustahkamlashiga xizmat qiladi (Деяк & Kushnir, 2022).

Turizm raqobatbardoshlikning nazariy va amaliy jihatdan o'rganilishi, xususan, yo'nalishlarning jozibadorligi, samaradorligi hamda iqtisodiy rivojlanishga ta'siri hisobga olingan holda, ushbu tushunchaning ko'p qirrali ekanligini ko'rsatadi (Okroshidze et al., 2024). So'nggi o'ttiz yil ichida turizm yo'nalishlarining raqobatbardoshligiga qaratilgan tadqiqotlarga qiziqish sezilarli darajada oshgan bo'lib, buning natijasida nufuzli ilmiy jurnallarda 1100 dan ortiq maqola nashr etilgan (Khelashvili & Okroshidze, 2025).

Mazkur holat global turizmning kengayishi va raqobat muhitining murakkablashuvi bilan izohlanadi. Natijada xalqaro tashkilotlar va tadqiqot institutlari tomonidan turizm raqobatbardoshligini baholash uchun standartlashtirilgan doiralar, indikatorlar hamda hisobot metodologiyalari ishlab chiqilgan (Khelashvili & Okroshidze, 2025). Bunday yondashuvlar turizm bozorida faoliyat yurituvchi subyektlarga o'z raqobatbardoshligini baholash va uni takomillashtirish imkonini beradi (Hefny, 2023; Kim et al., 2021).

Xususan, Jahon Iqtisodiy Forumi tomonidan ishlab chiqilgan Sayohat va turizm raqobatbardoshlik indeksi mamlakatlarning ushbu sektorni barqaror va moslashuvchan rivojlantirish qobiliyatiga ta'sir etuvchi omillar va siyosatlarni baholashda global mezon sifatida xizmat qiladi (Hefny, 2023). Ushbu indeks turizm yo'nalishlarining raqobatbardoshligini aniqlashda muhim ahamiyat kasb etadi hamda mamlakatlarga o'z pozitsiyalarini yaxshilashda ko'maklashadi (Khelashvili & Okroshidze, 2025; Novais et al., 2015).

Biroq, mazkur indeks har doim ham mamlakatlarning solishtirma ustunligi bilan bir qatorda yuqori raqobatbardoshlikni anglatavermaydi. Chunki ushbu omillarning o'zaro nisbatlari mamlakatlarning rivojlanish darajasiga bog'liq bo'ladi (González-Rodríguez et al., 2023). Shu sababli turizm sanoatida raqobatbardoshlikni shakllantirishda faqat iqtisodiy ko'rsatkichlarga emas, balki tabiiy resurslar, texnologik taraqqiyot hamda boshqaruv samaradorligi kabi omillarga ham alohida e'tibor qaratish zarur (Hong, 2009).

MAVZUGA OID ADABIYOTLAR SHARHI

Turizm sohasidagi raqobatbardoshlikni baholash bo'yicha ko'plab nazariy modellar va amaliy tadqiqotlar mavjud bo'lib, ular orasida biznes, destinatsiyalar va milliy miqyosdagi raqobatbardoshlikni aniqlashga qaratilgan yondashuvlar alohida ahamiyat kasb etadi (Okroshidze et al., 2024).

Ayniqsa, Jahon Iqtisodiy Forumining ko'p mezonli yondashuvi asosida har ikki yilda bir marta e'lon qilinadigan Sayohat va turizm raqobatbardoshligi indeksi jamoatchilik e'tiborini keng jalb etgan (Vošta & Abrahám, 2015). Mazkur indeks destinatsiyalarning makro darajadagi qiyosiy tahlilini ta'minlab, ularning raqobatbardoshligini baholash imkonini beradi (Ataberk, 2022).

Ushbu indeksning muhim afzalligi shundaki, u 140 dan ortiq mamlakatni keng qamrovli indikatorlar asosida muntazam ravishda baholaydi hamda ularni o'zaro taqqoslash imkonini yaratadi (Vošta & Abrahám, 2015). Jahon Iqtisodiy Forumi 1979-yildan buyon mamlakatlarning raqobatbardoshligini baholab kelmoqda va turizm sohasidagi raqobatbardoshlikni mamlakat samaradorligini belgilovchi institutlar, siyosatlar va omillar majmui sifatida talqin etadi (Okroshidze et al., 2024).

Mazkur tizim mamlakatlarning turizm sanoatini rivojlantirish uchun qanchalik qulay sharoitlar yaratganini aks ettiradi hamda ularga o'z strategiyalarini optimallashtirishda yordam beradi (Okroshidze et al., 2024; Ubavic, 2016). Ushbu indeksni hisoblashda turizm sanoatining rivojlanishiga ta'sir etuvchi 14 ta asosiy omil, jumladan,



tabiiy, madaniy-tarixiy va inson resurslari holati, narxlar raqobatbardoshligi, xalqaro ochiqlik va xavfsizlik kabi mezonlar inobatga olinadi (Shabanova et al., 2022; Sobirov et al., 2023).

Mazkur ko'rsatkichlar asosida mamlakatlar turizm sohasidagi global reytinglarda o'rin egallaydi. Bu esa ularning investitsiyaviy jozibadorligini hamda xalqaro turizm oqimlarini jalb qilish salohiyatini belgilaydi (Marynyak & Stetsko, 2021; Safarov & Janzakov, 2021).

Shu bilan birga, har bir mamlakatning o'ziga xos turizm salohiyati va uning asosiy elementlari — tabiiy landshaftlar, dengizlar, daryolar, tog'lar, mineral suvlar, shifobaxsh buloqlar va iqlim sharoitlari, shuningdek, boy madaniy-tarixiy meros — turizm raqobatbardoshligini shakllantirishda muhim rol o'ynaydi. Ushbu tabiiy va madaniy boyliklarning saqlanishi hamda ulardan barqaror foydalanish raqobatbardoshlikni ta'minlashda majburiyatdan ko'ra zaruriyat sifatida namoyon bo'ladi (Uca & Yüncü, 2020).

Jahon Iqtisodiy Forumining turizm raqobatbardoshligi hisobotiga ko'ra, mamlakatlar besh asosiy mezon — muhitning qulayligi, turizm siyosati, infratuzilma, milliy resurslar va madaniy resurslar bo'yicha baholanadi. Mazkur baholash tizimi mamlakatlarning turizm sohasidagi ustunliklarini aniqlash va mavjud kamchiliklarini bartaraf etishga xizmat qiladi (Göral & Tengilimoğlu, 2018).

TADQIQOT METODOLOGIYASI

Ushbu baholash tizimi mamlakatlarning turizm sohasidagi o'ziga xos ustunliklarini aniqlash hamda ularning zaif tomonlarini takomillashtirishga xizmat qiladi. Bundan tashqari, mazkur modellar turizm yo'nalishlari menejerlari uchun ham muhim ahamiyat kasb etib, ularga raqobatbardoshlikni oshirish bo'yicha samarali qarorlar qabul qilishda yordam beradi (Díaz-Padilla et al., 2023).

Biroq, Sayohat va turizm raqobatbardoshlik indeksi o'zining hisoblash metodologiyasi bo'yicha muayyan tanqidlarga uchragan bo'lib, shu sababli u har doim ham destinatsiyaning raqobatbardoshligini aniq o'lchovchi universal vosita sifatida e'tirof etilmaydi (Liu et al., 2021). Shu bois turizm raqobatbardoshligini baholashda muqobil modellar va metodologiyalarni ishlab chiqishga ehtiyoj ortib bormoqda, ayniqsa, madaniy o'ziga xoslik, ekologiya va atrof-muhit omillari muhim ahamiyat kasb etayotgan sharoitda (Liu et al., 2021).

Mazkur tadqiqotda mamlakatning turizm raqobatbardoshligini baholash uchun turli statistik usullarga asoslangan yangi modelni taklif etish ko'zda tutilgan. Ushbu yondashuv turizm siyosatini shakllantirishda ilmiy asoslangan qarorlar qabul qilish zaruratini asoslaydi (Liu et al., 2021). Taklif etilayotgan model turizm sohasida raqobatbardoshlikni shakllantirishda havo transporti infratuzilmasi, madaniy resurslar hamda axborot-kommunikatsiya texnologiyalariga (AKT) tayyorlik kabi omillarning hal qiluvchi rolini hisobga oladi (Fernández et al., 2019).

Ushbu model turizm rivojlanishi uchun muhim bo'lgan ko'rsatkichlarni aniqlash hamda ularning o'zaro bog'liqligini tahlil qilish orqali xalqaro va mahalliy turizm bozorlarida barqaror ustunlikka erishishga xizmat qiluvchi samarali strategiyalarni ishlab chiqish imkonini beradi (Fernández et al., 2019).

Tadqiqotchi N.J. Kang turizm raqobatbardoshligini o'rganishda dastlabki bosqich sifatida turistik yo'nalishlarning kuchli va zaif tomonlari, shuningdek, tashqi imkoniyatlari va tahdidlarini (SWOT tahlil) aniqlash zarurligini ta'kidlaydi (Gooroochurn & Sugiyarto, 2005).

Bundan tashqari, turistik destinatsiyalar raqobatbardoshligini o'rganishda Crouch va Ritchie modellariga asoslangan hamda 137 mamlakatni qamrab olgan Sayohat va turizm raqobatbardoshlik indeksi ma'lumotlaridan foydalanilgan tadqiqotlar ham mavjud. Ushbu tadqiqotlarda raqobatbardoshlik solishtirma ustunlik va raqobatbardosh ustunlik kabi ikki asosiy yo'nalish orqali tahlil qilingan (González-Rodríguez et al., 2023).

Mazkur yondashuvlar Crouch va Ritchie modelida ko'rsatilgan qo'llab-quvvatlovchi omillar va resurslar hamda Jahon Iqtisodiy Forumining infratuzilma bo'yicha baholashlari bilan uyg'unlashadi. Bu esa destinatsiyaning raqobatbardoshligini aniqlashda infratuzilma va boshqaruv imkoniyatlarining muhimligini yana bir bor tasdiqlaydi (Uyar et al., 2022).

Shunday qilib, turizm raqobatbardoshligini kompleks baholash nafaqat mavjud modellarni tanqidiy qayta ko'rib chiqishni, balki yangi, ko'p qirrali yondashuvlarni ishlab chiqishni ham talab etadi (Liu et al., 2021). Bunday yondashuvlar sayyohlik yo'nalishlarining raqobatbardoshligini ta'minlash jarayonida yuzaga kelishi mumkin bo'lgan muammolarni chuqur tahlil qilish imkonini beradi hamda solishtirma va raqobatbardosh ustunlik kabi asosiy mezonlar asosida baholashni ta'minlaydi (González-Rodríguez et al., 2023).

TAHLIL VA NATIJALAR

Tadqiqot natijalari shuni ko'rsatadiki, turizm raqobatbardoshligini belgilovchi asosiy omillar qatoriga tabiiy resurslar, strategik joylashuv, xavfsizlik, joylashtirish infratuzilmasi, madaniy-tarixiy boyliklar hamda transport imkoniyatlari kiradi (Rheeders, 2022). Mazkur omillar, ayniqsa, turizm yo'nalishlarini rivojlantirish strategiyalarini ishlab chiqishda muhim ahamiyat kasb etadi va ularning sifati hamda jozibadorligi raqobatbardosh ustunlikning asosiy manbai hisoblanadi (Luštický, 2019; Rheeders, 2022).



Turizm yo'nalishlarining raqobatbardoshligini ta'minlashda nafaqat iqtisodiy, balki ekologik, ijtimoiy, madaniy va siyosiy barqarorlik ham muhim rol o'ynaydi (Sobirov et al., 2023; Uca & Yüncü, 2020). Shu bilan birga, ushbu omillarni kompleks baholash orqali destinatsiyaning kuchli va zaif tomonlarini aniqlash hamda uning rivojlanishi uchun zarur bo'lgan strategik ustunliklarni shakllantirish mumkin (Kovačević et al., 2017; Rheeders, 2022).

Bundan tashqari, ayrim tadqiqotchilar raqobatbardoshlikni raqiblariga nisbatan yuqori sifatli mahsulot va xizmatlar taklif etish qobiliyati sifatida talqin qiladilar. Bunda sayohat tajribasi sayyohlar uchun eng muhim omillardan biri hisoblanadi (Lesmana et al., 2022). Shu nuqtai nazardan, turizm infratuzilmasining, xususan, transport, joylashtirish vositalari, diqqatga sazovor obyektlar, xizmatlar va qulayliklarning rivojlanish darajasini oshirish turizm sifat ko'rsatkichlarini yaxshilash hamda raqobatbardoshlikni kuchaytirishda muhim omil bo'lib xizmat qiladi (Arabov et al., 2024).

Mazkur jarayon, o'z navbatida, mamlakatning umumiy turizm salohiyatini oshirishga va uning xalqaro miqyosdagi raqobatbardoshligini mustahkamlashga xizmat qiladi (Sobirov et al., 2023). Shu jihatdan, Lopez va boshqalar tomonidan PROMETHEE usuli asosida olib borilgan tadqiqotlar mintaqaviy turizm raqobatbardoshligini tahlil qilish hamda turistik yo'nalishlarning kuchli va zaif tomonlarini aniqlash imkonini bergan ("Spatial Classification of Tourism Routes in Isfahan Province, Iran," 2023).

Ushbu yondashuv turizm sohasida raqobatbardoshlikni oshirish uchun maqsadli strategiyalarni ishlab chiqishga zamin yaratadi. Chunki bu sohadagi muvaffaqiyat nafaqat taklif etilayotgan mahsulot va xizmatlar sifatiga, balki bozor dinamikasiga moslashish qobiliyatiga ham bog'liq (Hoon-Ku et al., 2020).

Bundan tashqari, turizm raqobatbardoshligini ta'minlashda marketing, ilmiy tadqiqotlar, siyosat, strategiya va barqarorlik kabi omillar muhim ahamiyat kasb etadi (Okroshidze et al., 2024). Crouch va Ritchie ta'kidlaganidek, turistik destinatsiyaning uzoq muddatli raqobatbardoshligini ta'minlash uchun qiyosiy va raqobatbardosh ustunliklarga ega bo'lish zarur (Chernega, 2021). Ushbu ustunliklar turistik mahsulotning yuqori sifati, narxlarning raqobatbardoshligi hamda innovatsion xizmatlar orqali shakllanadi (Savitska et al., 2015).

Shuningdek, Bordas raqobatbardoshlikni mamlakatlar kesimida emas, balki turistik klasterlar va turizm industriyalari darajasida mavjud deb hisoblaydi (Sobirov et al., 2023). Mazkur klasterlar, ayniqsa, mehmonxona xizmatlari, axborot portallari va boshqa infratuzilmalarni rivojlantirish orqali o'z raqobatbardoshligini oshirish imkoniyatiga ega (Миронов, 2023).

Demak, turizm raqobatbardoshligini ta'minlashda nafaqat destinatsiyaning o'ziga xos xususiyatlari, balki turistik xizmatlarni taqdim etuvchi korxonalar hamda boshqa tashkilotlarning samaradorligi ham muhim ahamiyat kasb etadi (Enright & Newton, 2004). Bunda sayyohlik yo'nalishlarida faoliyat yuritayotgan subyektlarning samaradorligi, xizmatlarning optimal narx-sifat nisbati hamda iste'molchilar talabiga moslashuvchanligi muhim omillar sifatida namoyon bo'ladi (Hamidov et al., 2024).

Turistik destinatsiyalarning raqobatbardoshligini belgilovchi omillar majmuasi global va mahalliy turizm bozorlarida barqaror ustunlikka erishishda strategik ahamiyat kasb etadi hamda ularni doimiy monitoring qilish va takomillashtirishni talab etadi (Córdova-Buiza & Serruto-Perea, 2024; González-Rodríguez et al., 2023). Ushbu jarayon, ayniqsa, turizm sohasida tez o'zgaruvchan global muhit va kuchayib borayotgan raqobat bosimi sharoitida yanada dolzarb ahamiyatga ega (Luštický & Štumpf, 2021).

Turistik destinatsiyalar ichki va tashqi bozorlarda raqobatbardoshligini oshirish maqsadida o'ziga xos mavqe, identitet va individuallikni shakllantirish uchun brending usullaridan tobora keng foydalanmoqda (Kozak & Baloğlu, 2010). Bunday sharoitda marketing vositalarining destinatsiya marketingi va targ'ibotiga qo'shgan hissi, innovatsion yondashuvlar va xizmatlar sifati hamda destinatsiyaning o'ziga xosligini aks ettirish qobiliyati raqobatbardoshlikni sezilarli darajada oshiradi (Bajrami et al., 2017; Шпак et al., 2022).

Bundan tashqari, turizm destinatsiyalarida mahalliy aholining turmush sifatini yaxshilashga xizmat qiluvchi resurslar ham muhim omil hisoblanadi (CEVAHİR & Temeloğlu, 2022). Shu bilan birga, faol mehmonxona xo'jaliklarining mavjudligi va ularning xizmat ko'rsatish darajasi butun destinatsiya raqobatbardoshligini oshirishga xizmat qiladi (Tuna et al., 2019). Chunki turizm bozorining kengayib borishi natijasida har bir yo'nalish o'z ulushini oshirishga intiladi va bu holat makro hamda mikro darajadagi raqobatning kuchayishiga olib keladi (Uca & Yüncü, 2020).

Raqobat ustunligiga erishish uchun destinatsiyaning jozibadorligi va tashrif buyuruvchilarning tajribasi muqobil yo'nalishlarga nisbatan ustun bo'lishi zarur. Natijada, destinatsiyaning muvaffaqiyati nafaqat mavjud resurslarga, balki ularni samarali boshqarish hamda bozor talablariga mos ravishda rivojlantirish qobiliyatiga ham bog'liq (Uca & Yüncü, 2020).

Shu bois turistik destinatsiyalar uchun raqobatbardoshlikni ta'minlashda uzoq muddatli strategiyalarni qo'llash, mavjud imkoniyatlar, xarajatlar va kutilayotgan foydalarni kompleks ravishda hisobga olish muhim ahamiyat kasb etadi (Çalışkan, 2019).



XULOSA VA TAKLIFLAR

Xulosa qilib aytganda, turistik destinatsiyalarning barqaror raqobatbardoshligini ta'minlash marketing strategiyalari, innovatsiyalar, barqarorlik amaliyotlari hamda iste'molchilarning o'zgaruvchan talablariga moslashish qobiliyatini o'z ichiga olgan kompleks yondashuvni talab etadi (Belarmino & Janaban, 2023; Pereira et al., 2025). Bu esa global turizm bozorida muvaffaqiyatga erishish uchun doimiy moslashuvchanlik, innovatsiyalarni joriy etish va yuqori sifatli xizmatlar ko'rsatish zarurligini ta'kidlaydi (Buhalis, 2000).

Bundan tashqari, innovatsion brendlash strategiyalarini joriy etish orqali destinatsiyalar nafaqat o'ziga xos imijni shakllantiradi, balki sayyohlarning o'zgaruvchan talablariga mos keluvchi noyob tajribalarni ham taklif etadi (Aman et al., 2024; Ličanin, 2024). Bunday yondashuv destinatsiyaning bozor qiymatini oshirish bilan birga uning uzoq muddatli barqarorligini ta'minlashga xizmat qiladi (Baraniuk, 2021; UNUR & Cetin, 2017).

Mazkur jarayon strategik qarorlar qabul qilishni qo'llab-quvvatlab, turizm korxonalariga dinamik bozor muhitida yuzaga kelayotgan imkoniyatlardan samarali foydalanish imkonini beradi (Jansom & Yang, 2025). Barqaror rivojlanish va raqobatbardoshlikni oshirish uchun mahalliy hamjamiyatlar, turizm tashkilotlari, xususiy sektor hamda davlat institutlarini o'z ichiga olgan barcha manfaatdor tomonlarning integratsiyasi muhim ahamiyat kasb etadi (Ličanin, 2024; Rashid, 2024).

Bunday hamkorlik turizm mahsulotining yaxlitligini ta'minlash va sayyohlar talabiga mos keluvchi turistik yo'nalishlarni rivojlantirishda turli subyektlar manfaatlarini muvozanatlashtirishni talab etadi (Baraniuk, 2021). Bu esa turizmning iqtisodiy, ijtimoiy va ekologik jihatdan barqaror rivojlanishini ta'minlashga qaratilgan kompleks strategiyalarni ishlab chiqishni taqozo etadi (Belozerova et al., 2021).

Shu nuqtai nazardan, destinatsiyaning barqaror va innovatsion brendini shakllantirish muhim ahamiyat kasb etadi. Chunki bu sayyohlarning o'zgaruvchan afzalliklariga moslashish va raqobatbardosh bozorda ajralib turish imkonini beradi (Aman et al., 2024). Raqobatbardoshlikni ta'minlashda destinatsiya brendingining o'rni global turizm landshaftida tobora kengayib borayotgan ilmiy tadqiqot yo'nalishi sifatida namoyon bo'lmoqda (Abashidze, 2024).

Shu sababli, destinatsiyalar o'zlarini raqobatchilardan farqlash hamda tashrif buyuruvchilarni, rezidentlarni va investorlarni jalb qilish maqsadida joy brendingi strategiyalaridan samarali foydalanishlari zarur (Escobar-Farfán et al., 2024).

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