



PANDEMIYADAN KEYINGI DAVRDA TURIZMNI BARQAROR RIVOJLANTIRISHNING ISTIQBOLLI YO'NALISHLARI

Respublika ilmiy-amaliy anjumani

MATERIALLARI



5-6 oktabr

Buxoro – 2021

**O‘ZBEKISTON RESPUBLIKASI
OLIIY VA O‘RTA MAXSUS TA‘LIM VAZIRLIGI
BUXORO DAVLAT UNIVERSITETI
IQTISODIYOT VA TURIZM FAKULTETI
TURIZM VA MEHMONXONA XO‘JALIGI KAFEDRASI**

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materiallari
2021 yil 5-6 oktabr**

**ПЕРСПЕКТИВНЫЕ НАПРАВЛЕНИЯ
УСТОЙЧИВОГО РАЗВИТИЯ ТУРИЗМА В
ПОСТПАНДЕМИЧЕСКИЙ ПЕРИОД**

**сборник тезисов
Республиканская научно-практическая конференция
5-6 октября 2021 года**

**“Durdona” nashriyoti
Buxoro – 2021**

turizmni qisqartirish va qayta tiklashning uchta ssenariysini ko'rib chiqmoqda, ularga ko'ra, 2020 yil oxiriga kelib xalqaro turistlarning kelishi 58 dan 80% gacha kamayadi⁴⁴.

"Hozirda pandemiya tugallanish arafasidan yiroqda va turizmni qayta jonlanish istiqboli bo'yicha hech qanda aniqlik mavjud emas. Bizning baholashimiz bo'yicha uchta ehtimoliy ssenariylar mavjud: birinchisi, agar chegaralarning bosqichma-bosqich ochilishi va cheklovlarining kamayishi iyulning birinchi oylarida amalga oshiriladigan bo'lsa, xalqaro turizm oqimi yilning oxiriga kelib 58%ga tushib ketadi. Ikkinchi ssenariyga ko'ra esa agar bu choralarda sentabr oyi boshiga kelib amalga oshirilsa, 70%ga tushib ketish ehtimoli mavjud", - deydi tashkilot.⁴⁵ Uchinchi, eng yomon ssenariy, BTT ma'lumotlariga ko'ra, agar xalqaro turizm dekabrgacha tiklana boshlamasa, bu holda, 2020 yil uchun umumiy sayohatlar soni 78%ga kamayadi.

Ushbu ssenariylarning aynan eng yomoni, ya'ni uchinchi ssenariy amalga oshib, BTT ma'lumotlariga ko'ra, 2020 yil yanvar-dekabr oylarida xalqaro sayyohlar kelishi taxminan 1 milliardga yoki 73% ga kamaydi. 2021 yilning birinchi choragida BTT Butunjahon turizm barometri 84% ga kamayganini ko'rsatadi.⁴⁶

Ushbu ko'rsatkichlar rivojlanayotgan davlatlarga esa o'z ta'sirini o'tkazmay qo'ymadi. Shuni aytib o'tish joziki, aynan Pandemiya sababli ham korporativ turizmni tashkillashtirish keskin kamayib ketib, bunda korxona uchun eng muhim maqsad bo'lib, uning xodimlarining sog'lig'i bo'lib qolmoqda.

PROPERTIES FOR THE FORMATION OF A POSITIVE TOURIST IMAGE OF UZBEKISTAN ON THE BASIS OF COUCHSURFING Haydarova Dilora Ixtiyorovna, 2-kurs magistr, BuxDU

What is couchsurfing? There are many meanings of couchsurfing. For example, the meaning of couchsurfing in the Wikipedia is: CouchSurfing (from the English couch - "couch, bed" and surfing - "fermentation, travel"), also CS, couch surfing, "from couch to couch" is one of the largest guest networks existing as an online service which, members of the network provide each other with assistance and accommodation while traveling and organize joint trips⁴⁷.

Couchsurfing (www.couchsurfing.org) is the largest international community of travelers and their sympathizers, bringing together people with a common goal of "sharing hospitality" around the world. The essence of this community can be conveyed by the phrase, which is the motto of couchsurfing: " You have friends all over the world, you just haven't met them yet."⁴⁸

The mission of couchsurfing is to enhance intercultural exchange and communication between people in a friendly informal atmosphere. This makes it possible to realize the natural desire to learn something new, and share experiences in various spheres of life. In particular, thanks to communication of people from different countries, representatives of different cultures and nationalities, they have the opportunity to look at international problems from different sides. Such opportunity like this will undoubtedly increase the desire of tourists to go to this place. Some tourists prefer enjoying trips like this because of learning more about the country, its culture and lifestyle than staying in luxury hotels. So they choose couchsurfing for chance to know more about this country with staying at local's house.

Couchsurfing is an international hospitality system. You can register on the site couchsurfing.com and then you can host guests or visit to other participants home which is located all over the world as guest.

The one who invites is called the **host**, and the one who visit is the **guest** or **couchsurfer**.

Couch is the abbreviated name for couchsurfing.

Request is a query from a couchsurfer to a host with a request to accept a visit on a certain date.

The idea for such a resource came to Casey Fenton in 2000 when he bought a cheap ticket to Iceland, but he had no place to stop. Then he sent letters to more than 1,500 Icelandic students asking them to be allowed to stay with them. As a result of the correspondence, he met sev

eral groups of students who were ready to show him "their" Reykjavik. After spending an unforgettable weekend in Iceland, he decided to create such internet resource that give opportunity to stay for a night free in other country and to get chance acquainted with the culture and lifestyle than to use the services of tourism infrastructure.

⁴⁴ <https://www.interfax.ru/world/707637>

⁴⁵ <https://www.unwto.org/impact-assessment-of-the-covid-19-outbreak-on-international-tourism>

⁴⁶ <https://www.unwto.org/news/global-economy-could-lose-over-4-trillion-due-to-covid-19-impact-on-tourism>

⁴⁷ <https://ru.wikipedia.org/wiki/CouchSurfing>

⁴⁸ <https://www.life-in-travels.ru/couchsurfing/>

After this journey, Casey Fenton teamed up with Dan Hoffer, Sebastien Le Tuan and Leonardo Silveira to design the site. In January 2003 a beta version of the site was launched, and in January 2004 the site became available to the general public.

Couchsurfing is a global community of 14 million people in more than 200,000 cities who share their life, their world, their journey. Couchsurfing connects travelers with a global network of people willing to share in profound and meaningful ways, making travel a truly social experience⁴⁹.

Couchsurfing was free but recently they used new function-verification. one should verify your account because it demonstrates trust. Verified accounts demonstrate that you are a real, live human. Allowing to validate phone number, government-issued ID, and home address confirms one's identity to others.

Couchsurfing Basic Members can upgrade to a Verified Member account by either completing a one-time payment or earning free access through hosting. When you pay to become a Verified Member, you pay once and it's valid for life.

Tourists who want to know more about the locals use the couchsurfing system. First of all if we want to attract tourists in this segment to our destination we need to evolve the portal of couchsurfing in our country. With increasing the number of hosts through this portal and inviting guests from over the world we will manage to change the negative image of our country in positive.

One of the reasons for the formation of a negative image of our country is - cultural difference

- low number of hosts

- religion

- Ways of change a negative image into a positive image:
- In the describing of the country on the couchsurfing portal, it is necessary to explain to the people, culture of Uzbekistan, as well as what can and cannot be done.
- Increasing the number of hosts
- To give an objective understanding of our religion

If we will follow the ways of increasing the desire of couchsurfing visitors will come to Uzbekistan more.

THE ROLE OF INFLUENCERS ON THE DEVELOPMENT OF TOURISM IN UZBEKISTAN

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Key words: *public relation, publicity, propaganda, advertisement, destination, brand making, public relation models, MICE, integrated applications, Sunday-Weekend-Holiday concept.*

Modern life requires promotion technologies in all areas: politics, entrepreneurship, education, culture, ecology and so on. Promotion technologies are associated with such types of activity as integrated marketing communications, which include advertising, PR, branding, publicity, loyalty programs, direct marketing, sponsorship, sales promotion, personal sales that are constantly transforming, which became especially noticeable in the era of digital technology. All this determined the relevance of marketing and PR, focused on industry specifics, one of which was tourism. Modern tourism is the sphere of the national economic complex, which has internationally turned into a booming industry. The success of a tourism organization, like any other business, largely depends on the effectiveness of communications that provide a link between the producer of tourism services (tour operator) and the consumer (tourist) and the promotion of tourism products.

The most influential sources nicknames for tourists were tips friends and family, who indicated 54.3% interviewed tourists. Following influences obvious sources turned out to be social networks (16.6%),

⁴⁹ <https://about.couchsurfing.com/about/about-us/>