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TURISTIK HUDUD RAQOBATBARDOSHLIGIGA OID NAZARIY BILIMLARNING SHAKLLANISH BOSQICHLARI

Annotatsiya: ushbu maqolada turistik hudud raqobatbardoshligiga oid nazariy bilimlarning shakllanish bosqichlari qiyosiy va raqobat ustunliklari konsepsiyasi, mikro va makro yondashuv, tadqiqotlarni hududiy tizimlash kabi usullardan foydalanilgan holda asoslab berilgan. Shuningdek, G.Kruch va B.Ritchi tomonidan yaratilgan “*Turistik hudud raqobatbardoshligi va barqarorligi modeli*” muammosiga tizimli yondashilgan konseptual andaza sifatida ko‘rib chiqilgan hamda model asosida mamlakatlarning turizm raqobatbardoshligini aniqlashga oid tadqiqotlar tahlil qilingan. Mamlakatning (makro) turistik raqobatbardoshligi, pastdan yuqoriga qarab 7M ko‘lamda turizm sohasidagi har bir bo‘g‘inni izchillik bilan takomillashtirish, o‘zini-o‘zi boshqarish, o‘zaro hamkorlikda raqobatlashish tamoyillariga asoslangan boshqaruv tizimini joriy qilish orqali erishilishi ilmiy asoslangan.

Kalit so‘zlar: turistik hudud, destinatsiya, raqobatbardoshlik, qiyosiy va raqobat ustunliklari, barqaror rivojlanish, makro ko‘lam.

Kirish

Turli ilmiy manbalarda raqobatbardoshlikka ikki yoqlama qaralib, birinchisi, mikro yondashuv bo‘lib, raqobat kategoriyasini tahlil qilish jarayonida aniq firma yoki sanoat asos qilib olinsa, ikkinchisi, makro yondashuv bo‘lib, e’tiborni mamlakatga qaratadi. Ushbu yondashuvlar bir-birini to‘ldiruvchi va o‘zaro bog‘liq bo‘lib, ularda qo‘llaniladigan tahliliy asos va o‘lchov mezonlari turlicha. Ko‘p hollarda, mamlakatlar raqobatbardoshligini aniqlash jarayonida makro ko‘lamdagi tahlilni mikro mezonlarni qo‘llash orqali amalga oshirish, raqobatbardoshlikning mohiyati va xususiyatlari bo‘yicha kelishmovchilik va noaniqliklarga olib keladi¹.

Global va makro muhit uzluksiz o‘zgarish va rivojlanish holatida bo‘lganligi sababli, turistik hududlarni boshqarish bilan shug‘ullanadigan mutaxassislar sohaning ushbu xususiyatidan kelib chiqqan holda, umumiy vaziyat oqibatlarini oldindan ko‘ra bilish va mos ravishda strategik boshqaruv usullarni qo‘llashlarini taqazo etadi. Turizm sohasi ochiq tizim bo‘lib, undan tashqarida global va makro ko‘lamda vujudga keladigan vaziyatlar va o‘zgarishlar ta’siriga juda seziluvchanligi bilan farqlanadi. Ya’ni, dunyoning ma’lum nuqtasida vujudga kelgan holat O‘zbekiston hududida bir qator oqibatlarga olib kelishi mumkin. Makro muhit omillari 6 guruhga ajratilib, iqtisodiy, texnologik, ekologik, siyosiy va me’yoriy-huquqiy o‘zgarishlar, ijtimoiy masalalar hamda uzluksiz o‘zgarishda bo‘lgan demografik vaziyatni qamrab oladi.

Mavzuga oid adabiyotlar tahlili

Halqaro raqobatbardoshlikka mikro yondashuv tadbirkorning tashabbuskorligi (ijodkorligi), tabiatni muhofaza qilish, texnologik rivojlanish, malakali kadrlar va inson

¹Krugman P. Competitiveness: a dangerous obsession //Foreign Aff. – 1994. – T. 73. – P. 28.

resurslarini takomillashtirish bilan chambarchas bog‘liq¹. J.Spender² M.Porterning tezisini qo‘llab-quvvatlagan holda, xalqaro raqobatbardoshlikning asosini intellektual mulkni shakllantirish va innovativ yo‘llar orqali texnologik o‘shish evaziga yangi mahsulot, texnologiya, tashkilot va sanoatlarning paydo bo‘lishiga sababchi, ya’ni tadbirkorlarning tavakkal qilishga yo‘naltirilgan madaniyatidir, deb ta’riflaydi. M.Porterning³ fikricha, xalqaro ko‘lamda iqtisodiy muvaffaqiyatga erishishga olib keluvchi asosiy harakatga keltiruvchi kuch – tadbirkorlik sub’ektlaridir. Axborot va kommunikatsiya texnologiyalarining rivojlanishi va sayohat qilishning qulayligi, shu bilan birga global ko‘lamda iqtisodiy ochiqlik, tadbirkorlik sub’ektlarini halqaro ko‘lamda raqobatbardoshlikka olib keluvchi muhim omillardir. M.Porter⁴ tadbirkorlik sub’ektlarining raqobatbardoshligini ularning kattaligi, tuzilmasi, imkoniyatlari, resurslari va tanlagan strategiyalari kabi omillar belgilashini uqtiradi. E.Maleskining⁵ fikricha, raqobatbardoshlik firmalarning yakka tartibda erisha olmaydigan texnologik yangiliklar va bilimlardan bahramand bo‘lishga olib keladigan yirik hamkorlik loyihalarida va strategik birlashmalarda qatnashuvchanlik darajasiga bog‘liq. Xullas, «raqobatbardoshlik - unumdorlik, samaradorlik, innovatsiya va ixtisoslashuvga o‘rta va uzoq muddatda ta’sir etuvchi tuzilmaviy o‘zgaruvchanlarga asoslanadi»⁶. Korxonalarining samaradorligi ularning bozorlar va resurslar uchun raqobatlasha olish qobiliyatiga bog‘liq ekan, mikro nuqtai nazardan, ularning muvaffaqiyati bozordagi ulushi va rentabelligi kabi ko‘rsatkichlar asosida hisoblanadi.

Raqobatbardoshlikka makro yondashuv jarayonida tahlilning asosini mamlakatlar tashkil qiladi. Mamlakatlarning iqtisodiy samaradorligi siyosiy, madaniy, ijtimoiy va iqtisodiy vaziyat asosida shakllanadi⁷. U jon boshiga YaMM, tashqi savdo balansi va valyuta zahiralari, bandlik darajasi, inflyatsiya, to‘g‘ridan-to‘g‘ri xorijiy investitsiyalar va qo‘shimcha qiymat yaratuvchi sohalar nuqtai nazaridan hisoblanadi. Kattaligi, joylashuvi, rivojlanish bosqichlari, mehnat bozori egiluvchanligi va ochiqligi kabi omillar iqtisodiyotning samaradorligiga sezilarli ta’sir etadi. M.Porter⁸ strategik joylashuvga katta e’tibor berib, mamlakatlar raqobatbardoshligiga yetakchi soha va innovatsion klaster hududlarga nisbatan geografik yaqinlik omili belgilovchi ahamiyat kasb etishini alohida ta’kidlaydi. M.Porter, davlatning roli mamlakat ishlab chiqaruvchilarining raqobatbardoshligini oshiruvchi eng maqbul me’yoriy-huquqiy baza, institutsional va ta’lim tizimi, axborot va asosiy infratuzilma bilan ularni ta’minlashi, shuningdek ratsional makroiqtisodiy boshqarish bilan chegaralanishi, to‘g‘ridan-to‘g‘ri xorijiy investitsiyalarga nisbatan iqtisodiyotning jozibadorligini oshirishi hamda eng qulay biznes muhitni shakllantirishi maqsadga muvofiq, degan xulosaga keladi.

Tadqiqot metodologiyasi

Turistik hudud raqobatbardoshligiga oid nazariy bilimlarning shakllanish bosqichlarini tadqiqot qilish jarayonida mantiqiy, qiyosiy, empirik, tizimli tahlil, analiz, sintez, monografik kuzatuv, ekspert baholash, tahlil qilish kabi usullardan foydalanilgan.

Tahlil va natijalar

¹Echtner C. M. Entrepreneurial training in developing countries //Annals of tourism research. – 1995. – T. 22. – №. 1. 119-134 pp.; Porter M. E. The competitive advantage of nations // Harvard business review. – 1990. – T. 68. – №. 2. 73-93 pp.; Crouch G. I., Ritchie J. R. B. Tourism, competitiveness, and societal prosperity //Journal of business research. – 1999. – T. 44. – №. 3. 137-152 pp.

²Spender J. C. The dynamics of individual and organizational knowledge // Managerial and organizational cognition. – 1998. – 13-39 pp.

³ Porter M. The economic performance of regions //Regional studies. – 2003. – T. 37. – №. 6-7. 549-578 pp.

⁴ Porter M. E. The competitive advantage of nations //Harvard business review. – 1990. – T. 68. – №. 2. – 73-93 pp.

⁵Malecki E. J. Hard and soft networks for urban competitiveness //Urban studies. – 2002. – T. 39. – №. 5-6. – 929-945 pp.

⁶Fagerberg J. Technology and competitiveness //Oxford review of economic policy. – 1996. – T. 12. – №. 3. – 39-51 pp.

⁷ Krugman P. et al. How the economy organizes itself in space: a survey of the new economic geography // – 1996. – №. 96-04-021.; Davies H., Ellis P. Porter’s competitive advantage of nations: time for the final judgement? //Journal of management studies. – 2000. – T. 37. – №. 8. – 1189-1214 pp.

⁸ Porter M. E. The competitive advantage of nations //Harvard business review. – 1990. – T. 68. – №. 2. – 73-93 pp.

Turistik hudud raqobatbardoshligi - turistik hududlarning barcha bozorlarda o'z o'rnini saqlab qolish, vaqt oralig'ida sifat va ko'lamini muntazam oshirib borish qobiliyatidir¹. Bundan tashqari, **raqobatbardoshlik** - turistik hududlarning o'z raqobatchilariga nisbatan bozordagi salmoqni saqlab turib mavjud resurslardan oqilona foydalangan holda qo'shimcha qiymatga ega mahsulot (xizmat)larni yaratish va ularni integratsiyalash qobiliyati² hamda tashrif buyuruvchilarning ehtiyojlari hudud yetkazib berayotgan mahsulot va xizmatlar evaziga, boshqa turistik hududlar bilan qiyoslaganda, to'laroq qondirilishidir³.

Yuqoridagi ta'riflar bilan birga, oxirgi 20 yilda turistik hududlarning raqobatbardoshligini aniqlashning turli uslublari ham ishlab chiqilgan. Bularga, turistik hududlar raqobatbardoshligining to'rt tamoyili, ya'ni *sohani rivojlantirish uchun qulay sharoit, turizmning yetakchi soha ekanligi, turli bozorlarda kuchli sotish kanallarining mavjudligi hamda tez sur'atlarda o'sayotgan xususiy sektor*⁴. Ayrim turizm sohasi tadqiqotchilarning fikricha, nazariyotchi M.Porter tomonidan ishlab chiqilgan raqobatbardoshlikning umumiy modellari turizm sohasiga ham qo'llanilishi mumkin. Haqiqatdan ham, M.Porter tomonidan ishlab chiqilgan raqobatbardoshlik modeli asosida⁵ 1993 yilda "Turizm raqobatbardoshligining Kalyari modeli" (Calgary Model of Tourism Competitiveness) yaratilib, u *turistik hudud jozibadorligi, turistik hudud menejmenti va marketingi, sohalararo hamkorlik, o'zaro axborot almashinuvi va ilmiy tadqiqot, hududning turistik ehtiyojlarni qondirish qobiliyati* kabi 5 ta tayanch konsepsiyada o'z aksini topgan⁶.

Turistik hududlarning xalqaro raqobatbardoshligiga oid barcha ilmiy tadqiqotlar qiyosiy va raqobat ustunliklari paradigmasiga asoslanadi. Xalqaro raqobatbardoshlik muammosining nazariy konsepsiyasini ishlab chiqish maqsadida iqtisodiyot nazariyasi⁷ hamda menejmentga oid manbalarda⁸ bir-biridan keskin farq qiladigan yondashuvlar ilgari suriladi. Aytish joizki, sanoat raqobatbardoshligiga asoslanib, ushbu ikki konseptual andaza bir-birini to'ldirgan holda, turistik hududlar xalqaro ko'lamda raqobatlashish jarayonlarini tushinishda qo'l keladi.

Turistik hudud raqobatbardoshligi muammosini bir qator xorijiy tadqiqotchilar o'rgangan bo'lib, G.Kruch va B.Ritchi "Turistik hudud raqobatbardoshligi - tashrif buyuruvchilarga taqdim etadigan umumiy jozibadorlik va ijobiy sayohat taassurotlari potensial tashrif buyuruvchilar uchun ochiq bo'lgan ko'plab muqobil turistik hududlarga nisbatan teng yoki ulardan ustun bo'lishining ta'minlanishidir"⁹ deb ta'rif bergan. D'Harteze esa "turistik hududlarning bozordagi o'z salmog'ini barqaror saqlab qolish bilan birga vaqt oralig'ida uni yaxshilab borish qobiliyatidir"¹⁰ deydi. M.Enrayt va J.Nyutonning fikrlaricha, "potensial turistlarni jalb qila olish va ehtiyojlarini qondirish imkoniyatiga ega turistik hududlar raqobatbardosh sanaladi"¹¹. S.Hassan "boshqa

¹ D'Hauterres, Anne-Marie. "Lessons in managed destination competitiveness: the case of Foxwoods Casino Resort." // *Tourism Management*, (2000) 21: 23-32 pp.

² Hassan, Salah. Determinants of Market Competitiveness in an Environmentally Sustainable Tourism Industry // *Journal of Travel Research*, 38 (February): (2000) 239-245 pp.

³ Dwyer, Larry, and Chulwon Kim. Destination Competitiveness: determinants and indicators // *Current Issues in Tourism*, (2003) 6 (5): 369-414 pp.

⁴ Poon, Auliana. *Tourism, Technology, and Competitive Strategy* // CAB International: Wallingford. 1993.38-59 pp.

⁵ Porter, Michael. *The competitive advantage of nations* // Macmillan: London. 1990.

⁶ Ritchie J. R. B., Crouch G. I. *Competitiveness in international tourism: A framework for understanding and analysis*. – World Tourism Education and Research Centre, University of Calgary, 1993.

⁷ Warr P. G. Comparative and competitive advantage // *Asian-Pacific Economic Literature*. – 1994. – T. 8. – №. 2. 1-14 pp.; Krugman P. et al. *How the economy organizes itself in space: a survey of the new economic geography*. – 1996. – №. 96-04-021.

⁸ Grant R. M. Porter's 'competitive advantage of nations': an assessment // *Strategic management journal*. – 1991. – T. 12. – №. 7. 535-548 pp.; Porter M. E. *The competitive advantage of nations* // *Harvard business review*. – 1990. – T. 68. – №. 2. 73-93 pp.

⁹ Crouch, G. and Ritchie, B., 1999. Tourism, competitiveness and societal prosperity. *Journal of Business Research*, 44, 137-152 pp..

¹⁰ D'Hauterres, A., 2000. Lessons in managerial destination competitiveness in the case of Foxwoods Casino Resort // *Tourism Management* 21(1), 23-32 pp.

¹¹ Enright M. J., Newton J. Tourism destination competitiveness: a quantitative approach // *Tourism management*. – 2004. – T. 25. – №. 6. – 777-788 pp.

raqobatchilarga nisbatan bozordagi salmoqni saqlagan holda resurslardan oqilona foydalanib qo‘shilgan qiymat mahsulotlarini yaratish va birlashtirish qobiliyatidir”¹ degan aqidani ilgari suradi.

Turistik hududlar raqobatbardoshligi muammosi XX asrning 90 yillaridan boshlab faol tadqiq qilina boshlangan. Bugungi kunda hududlarda turizmni rivojlantirish ularning raqobatbardoshligini oshirmasdan turib amalga oshirib bo‘lmasligini e’tiborga olib, xorijda orttirilgan tajriba va nazariy bilimlarni o‘rganish va ularni joriy qilish mexanizmlarini ishlab chiqish masalasi dolzarb bo‘lib hisoblanadi. Xorijiy iqtisodiy adabiyotlarda ayni muammoning turli jabhalari va nazariy yondashuvlari mavjud. Turistik hudud raqobatbardoshligi masalasiga oid amalga oshirilgan tadqiqot ishlarini geografik jihatdan quyidagicha tizimlashtirish mumkin (1-jadvalga qarang).

1-jadval

Tadqiqot amalgacha oshgan joy	Tadqiqotchi olimlar	Tadqiqot predmeti
Avstraliya ³	Dwyer L., Livaic Z., Mellor R. Crouch G., Ritchie	Avstraliyaning turistik raqobatbardoshligini aniqlash va barqaror rivojlantirish
Osiyo Tinch okeani mintaqasi ⁴	Enright M. J., Newton J.	Osiyo Tinch okeani mamlakatlarining turizm raqobatbardoshligi
Janubiy Afrika ⁵	Heath E.	Janubiy Afrikaning turizm raqobatbardoshligi
Koreya ⁶	Kim C., Dwyer L.	Janubiy Koreya va Avstraliya turizm raqobatbardoshligi qiyosiy tahlili
Xitoy ⁷	Lew A. A.	Xitoyda turizm sohasini rivojlantirish muammolari
Rossiya ⁸	Aleksandrova A.Yu., Morozova N.S.	Rossiya federatsiyasida turizm sohasi raqobatbardoshligiga erishish masalalari

¹Hassan S. S. Determinants of market competitiveness in an environmentally sustainable tourism industry //Journal of travel research. – 2000. – T. 38. – №. 3. – 239-245 pp.

² tadqiqotlar natijasida olingan ma'lumotlar asosida muallif ishlanmasi.

³ Dwyer L., Livaic Z., Mellor R. Competitiveness in Australia as Tourism Destination // Journal of Hospitality and Tourism Management. 2003. Vol. 10(1). P. 60 – 79 pp.; Crouch G. I., Ritchie J. R. B. The competitive destination: a sustainability perspectives // Tourism management.2000. Vol. 21(1). 1 – 7 pp.

⁴ Enright M. J., Newton J. Determination of Tourism Destination Competitiveness in Asia Pacific: Comprehensiveness and universality // Journal of Travel researches. 2005. Vol. 43(4). 339 – 350 pp.

⁵ Heath E. et al. Towards a model to enhance destination competitiveness: A Southern African perspective //CAUTHE 2003: Riding the Wave of Tourism and Hospitality Research. – 2003. – P. 500.

⁶ Kim C., Dwyer L. Destination competitiveness and bilateral flows between Australia and Korea // Journal of tourism studies. 2003. Vol. 14(2). 54 – 67 pp.

⁷ Lew A. A. Tourism in China. The Haworth Hospitality Press. New York. London: Oxford, 2003. P. 315.

⁸ Александрова А. Ю. Территориальная организация социально-экономической системы международного туризма: дис. ... д-ра географ. наук. 2002. 343 С.; Морозова Н.С. Теория и методология формирования и развития конкуренции в туризме. 08.00.05 – экономика и управление народным хозяйством. Автореферат диссертации на соискание ученой степени доктора экономических наук. Сочи – 2012. 46 с.

Turkiya ¹	Baloglu S.	Turkiyaning turistik imiji tahlili
Malta ²	Azzopardi, E.	Malta turistik raqobatbardoshligi masalalari
Sloveniya ³	Doris Gomezelj Omerzel	Sloveniyaning turizm raqobatbardoshligi SaTuRa Indeksi asosida qiyosiy tahlil

Turistik hududlar raqobatbardoshligini oshirish masalasi turli tadqiqotlar ob'ekti bo'lib, uni o'rganish jarayonida strategik rejalashtirish va menejment⁴, turistik hudud marketingi⁵, bozordan joy olish (positioning), imij va brending⁶, narx raqobatbardoshligi⁷, atrof muhit muhofazasi⁸, tabiiy jozibadorlik (qiyosiy ustunliklar)⁹ barqaror rivojlanish konsepsiyasi¹⁰ kabi metodologik yondashuvlar qo'llanilgan.

¹ Baloglu S. Image variations of Turkey by familiarity index: informational and experiential dimensions // *Tourism Management*. 2001. Vol. 22. 127 – 133 pp.

² Azzopardi E. The international competitiveness of Malta as a tourist destination : дис. – 2011.

³ Doris Gomezelj Omerzel, Competitiveness of Slovenia as a Tourist Destination. *Managing Global Transitions* 4 (2): 2006, 167–189 pp.

⁴ Burns, P., 2004. Tourism planning: a third way? *Annals of Tourism Research*, 31(1), 24-43 pp; Formica, S., Tanvi H. and Kothari, T., 2008. Strategic destination planning: analyzing the future of tourism. *Journal of Travel Research*, 46, 355-367 pp.; Getz, D., 1986. Models in tourism planning: towards integration of theory and practice. *Tourism Management*, 7(1), 21-32 pp.; Jamal, T. and Getz, D., 1996. Does strategic planning pay? Lessons for destinations from corporate planning experience. *Progress in Tourism and Hospitality Research*, 2, 59-78 pp.; Soteriou, E. and Chris Roberts, C., 1998. The strategic planning; process in national tourism organizations. *Journal of Travel Research*, 37 (1), 21-29 pp.

⁵ Bhat, S. S. and Milne, S., 2008. Network effects on cooperation in destination website development. *Tourism Management*, 29(6), 1131-1140 pp.; Buhalis, D., 2000. Marketing the competitive destination of the future. *Tourism Management*, 21, 97-116 pp.; Prideaux, B. and Cooper, C., 2002. Marketing and destination growth: a symbiotic relationship or simple coincidence? *Journal of Vacation Marketing*, 9(1), 35-51 pp.; Reid, L. J., Smith, S. L. and McCloskey, R., 2008. The effectiveness of regional marketing alliances: a case study of the Atlantic Canada tourism partnership 2000-2006. *Tourism Management*, 29(3), 581-593 pp.; Wang, Y. and Xiang, Z., 2007. Toward a theoretical framework of collaborative destination marketing. *Journal of Travel Research*, 46(1), 75-85 pp.

⁶ Blain C., Levy S. and Ritchie, J.B., 2005. Destination Branding: Insights and Practices from Destination Management Organizations. *Journal of Travel Research*, 43, 328-338 pp.; Govers, G. and Kumar 2007; Pike, S., 2002. Research Note. Destination image analysis: a review of 142 papers from 1973 to 2000. *Tourism Management*, 23, 541-549 pp.; Pike, S. and Ryan, A., 2004. Destination positioning analysis through a comparison of cognitive, affective and cognitive perceptions. *Journal of Travel Research*, 42(4), 333-342 pp.

⁷ Dwyer, L., Forsyth, P. and Rao, P., 2000. The price competitiveness of travel and tourism: a comparison of 19 destinations. *Tourism Management*, 21(1), 9-22 pp.; Mangion, M.L., Durbarry, R. and Sinclair, M. T., 2005. Tourism competitiveness: price and quality. *Tourism Economics*, 11(1), 45–68 pp.; Papatheodorou, A., 2002. Exploring competitiveness in Mediterranean resorts. *Tourism Economics*, 8(2), 133-150 pp.

⁸ Hassan, S., 2000. Determinants of market competitiveness in an environmentally sustainable tourism industry // *Journal of Travel Research*, 38(3), 239-245 pp.; Mihalic, T., 2000. Environmental management of a tourist destination: a factor of tourism competitiveness // *Tourism Management*, Schaltegger and Synnestvedt 2002. 21(1), 65-78 pp.

⁹ Deng, J., King, B. and Bauer, T., 2002. Evaluating natural attractions for tourism // *Annals of Tourism Research*, 29 (2), 422-438 pp; Lee, C., Huang, H. and Yeh, H., Developing an evaluation model for destination attractiveness: sustainable recreation tourism in Taiwan // *Journal of Sustainable Tourism*, 2010.18(6), 811-828 pp.; Huybers, T. and Bennett, J., Environmental management and the competitiveness of nature-based tourism destinations // *Environmental and Resource Economics*, 2003. 213-233 pp.; Mehmetoglu, M., 2007. Typologising nature-based tourists by activity: theoretical and practical implications // *Tourism Management*, 28, 651-660 pp.; Priskin, J., Assessment of natural resources for nature-based tourism: the case of the Central Coast Region of Western Australia // *Tourism Management*, 2001. 22, 637-648 pp.;

¹⁰ Bramwell B., Lane B. Critical research on the governance of tourism and sustainability // *Journal of Sustainable Tourism*. 2011. № 19(4/5). 411 – 421 pp..

Turistik hudud raqobatbardoshligining umumiy konseptual modeli J.Kruch va J. Ritchi¹ tomonidan 1999 yilda taklif qilinib, 2005 yilda takomillashtirilgan². Bu olimlar tomonidan tanlangan tadqiqot metodologiyasi turizm sohasi mutaxassisleri (hududiy boshqaruvchilar) bilan amalga oshirilgan intervyu hamda nazariy tadqiqotlarning uyg'unlashuvi natijalariga asoslanadi. Tadqiqotning metodologik asosi "Ieraxik tahlil uslubi - ITU" deb ataladi (*Analytic Hierarchy Process – AHP, Metod analiza ierarxiy - MAI*). ITU — murakkab muammolar bo'yicha qaror qabul qilishda matematik usullar orqali tizimli yondashuvni qo'llashni nazarda tutib, AQShlik matematik Tomas Saati tomonidan ishlab chiqilgan³. Ushbu metodologiyaga asoslanib, G.Kruch va B.Ritchi turistik hududlar raqobatbardoshligining 36 ta asosiy omillarini ajratib, quyidagi 5 ta omil eng muhim degan xulosaga kelganlar:

Birinchi guruh "**Qo'llab-quvvatlovchi omillar va resurslar**" deb ataladi va quyidagilarni qamrab oladi:

Infratuzilma: yo'llar, transport tizimi, sog'liqni saqlash tizimi, kommunikatsiya tizimi, davlat tomonidan ko'rsatiladigan xizmatlar va davlat tashkilotlari, ichimlik suvi bilan ta'minlanganlik, huquq tartibot organlari, bank tizimi, ta'lim tizimi;

Qo'llab-quvvatlovchi resurslar: mahalliy inson resurslarining sifati, orttirilgan bilim va kapital resurslar, ta'lim va tadqiqot institutlari, moliya institutlari, aholiga xizmat ko'rsatishning turli sohalari;

Mamlakatga kirishning soddaligi: havo transportiga oid qonunchilikdagi yengilliklar, kirish viza va ruxsatnomalari, xalqaro yo'l va havo transporti aloqalari, turli transport vositalari o'rtasida raqobatning mavjudligi;

Mehmondo'stlik: aholining tashrif buyuruvchilarga nisbatan iliq munosabati, yordam qo'lini cho'zishga moyillik darajasi;

Ishbilarmonlik: turistik hududda faoliyat yurgizayotgan tadbirkorlarning ishbilarmonlik qobiliyati;

Siyosiy iroda: barcha siyosatchilar va boshqaruv organlarida band kishilar turizm sohasi mamlakat ijtimoiy-iqtisodiy rivojlanishida belgilovchi ekanini faqat tan olishi emas, balki mafkurasiga aylangan bo'lishi.

Ikkinchi guruh "**Asosiy resurslar va diqqatga sazovor joylar**" bo'lib, quyidagi omillarni qamrab oladi:

maxsus tadbirlar: turistlarni jalb qilishga qodir bo'lgan festivallar, bayramlar, sport o'yinlari va hokazolar;

tabiat va iqlim: turistik hududning tabiiy diqqatga sazovor joylari, qulay iqlimning mavsumiy davomiyligi;

madaniyat va tarix: turistik hududning madaniy va tarixiy merosi;

xilma-xil turistik faoliyat: turistik hudud tashrif buyuruvchilarga turli sayohat tajribalari va imkoniyatlarini taklif qila olishi;

ko'ngilochar joylar: teatr, konsert, kulgu festivallari, opera va sirk shular jumlasiga kiradi;

turizm infratuzilmasi: joylashtirish muassasalari, restoranlar, transport vositalari, hordiq chiqarish joylari, tematik bog'lar, muzeylar, san'at galeriyalari, ko'rgazma va konferensiya markazlari, aeroportlar;

bozor rishtalari: turistlarni vujudga keltiruvchi bozorlar bilan chuqur madaniy va iqtisodiy aloqalarning mavjudligi.

¹Crouch, G. and Ritchie, B., Tourism, competitiveness and societal prosperity // Journal of Business Research, 1999. 44, 137-152 pp.

²Crouch, G.I. and J.R.B. Ritchie, Application of the Analytic Hierarchy Process to Tourism Choice and Decision Making: A Review and Illustration Applied to Destination Competitiveness // Tourism Analysis, 10(1): 2005. 17-25 pp.

³Саати Т. Л. Об измерении неосязаемого. Подход к относительным измерениям на основе главного собственного вектора матрицы парных сравнений // Журнал "Cloud Of Science". 2015. Т. 2. № 1.

Uchinchi guruh “**Turistik hudud menejmenti**” deb ataladi va quyidagi omillarni o‘zida qamrab oladi:

boshqaruv: turistik hududni boshqaruvchi tuzilma faoliyatining sifati va nufuzi);

marketing: marketing faoliyati orqali turistik hududning tashrif buyuruvchilarni jalb qila olish va ehtiyojlarini qondirish qobiliyati;

xizmat ko‘rsatish sifati: tashrif buyuruvchilarga ijobiy sayohat tajribasini yetkaza olish qobiliyati;

axborot va tadqiqot: qaror qabul qilish jarayonida qo‘l keladigan axborotlarni yig‘ish tizimining shakllanganligi;

inson resurslarini rivojlantirish: turizm sohasi uchun malakali kadrlarni tayyorlash dasturlarining mavjudligi;

moliya va kredit tizimi: turizm sohasini rivojlantirish moliyaviy dasturlarining mavjudligi;

tashrif buyuruvchilar menejmenti: turistlarning salbiy yoki ijobiy taassurotlarini nazorat qilish dasturlari;

inqirozni boshqarish (krizis menejment): favqulodda holatlar va inqiroz davrlardan chiqib ketishga tayyorgarlik darajasi;

resurslarni boshqarish: mavjud resurslardan oqilona foydalanish va ularni asrab-avaylashga qilinadigan harakatlar ko‘lami.

To‘rtinchi guruh “**Turistik hududga oid siyosat, rejalashtirish va rivojlantirish strategiyalari**” deb ataladi va u quyidagi omillarni o‘zida qamrab oladi:

tizimli yondashuv: turistik hududda faoliyat ko‘rsatadigan barcha davlat va nodavlat tashkilotlarining butun tizimning bir qismi ekanligini anglash darajasi;

ustuvor rivojlanish yo‘nalishlari: davlat va nodavlat tashkilotlari tomonidan rivojlanish ustuvor yo‘nalishlarining tanlanganligi;

istiqbolni ko‘rish: turistik hududni tashkil etuvchi barcha jismoniy va yuridik shaxslarning kelajakni ko‘ra bilish qobiliyati;

branding va bozordan joy olish: turistik hududning imijini shakllantirish uchun amalga oshirilgan tadbirlar;

rivojlanish: turizmni rivojlantirish siyosatining sifati va muvofiqligi;

raqobatchi va hamkorlar tahlili: turistik hudud raqobatchilarini global ko‘lamda tahlil qilish asosida rivojlanish strategiyalarini belgilash;

monitoring va natijalarni baholash: raqobatbardoshlikni oshirish maqsadida amalga oshirilayotgan ishlarning natijalariga baho berish, monitoring o‘tkazish hamda dasturlarni uzluksiz takomillashtirib borish;

audit: erishilgan moliyaviy natijalarning davriy auditini amalga oshirish evaziga, turistik hudud raqobatbardoshligining kuchli va kuchsiz tomonlarini aniqlashga erishiladi.

Oxirgi, beshinchi guruh “**Kuchaytiruvchi va belgilovchi omillar**” deb atalib, turistik hudud raqobatbardoshligini oshirish yoki aksincha chegaralashga xizmat qiluvchi quyidagi omillarni o‘zida qamrab oladi:

geografik joylashuv: turistlarni vujudga keltiruvchi asosiy bozorlarga nisbatan geografik joylashuv;

xavfsizlik va tinchlik: turistik hududning turistlar xavfsizligini ta‘minlash darajasi;

narx-navo: turistik hududning hamyonbopligiga ta‘sir etuvchi omillar;

o‘zaro bog‘liqlik: boshqa turistik hududlarga nisbatan yaqin yoki uzoqda joylashganligi;

mashhurlik va imij: turistik hududning mashhurlik darajasi;

sig‘im: turistik hududda shakllantirilgan turistik infratuzilmaning sig‘imi.

Olimlarning fikricha, modelda ko‘rsatilgan raqobatbardoshlik omillarini tizimlashtirish, turistik hududlarni yanada samarali boshqarish imkonini beradi. Nazariy tadqiqotlar va amaliyotga qo‘llash nuqtai nazaridan, G.Kruch va B.Ritchilar tomonidan taklif qilingan “Turistik hudud raqobatbardoshligi va barqarorligi modeli”ning o‘ziga xos xususiyati, qiyosiy va raqobat ustunliklarini bir-biridan ajratilganidir (1-rasmga qarang).

Qiyosiy ustunliklarga inson resurslari, tabiiy resurslar, to'plangan bilim, kapital, infratuzilma va turistik infratuzilma, tarixiy va madaniy resurslar kiritilgan. Ya'ni, olimlarning fikricha qiyosiy ustunliklar turistik hududdagi mavjud barcha resurslarni qamrab olsa, raqobat ustunliklari ayni resurslardan samarali foydalanishni bildiradi.

Xulosa va takliflar

Xulosa qilib aytganda, G.Kruch va B.Ritchi tomonidan yaratilgan "*Turistik hudud raqobatbardoshligi va barqarorligi modeli*" muammosiga tizimli yondashilgan konseptual andaza bo'lib xizmat qiladi. Ushbu modelni takomillashtirish va raqobatbardoshlikning ma'lum jabhalarini tadqiq etishda turli tadqiqotchilar tomonidan keng qo'llanilib kelinmoqda. Jumladan, E.His¹ ayni modeldan Janubiy Afrika Respublikasi turistik raqobatbardoshligini oshirish istiqbollari belgilashda keng foydalangan. L.Dyuer va S.Kim² o'z tadqiqotlarida turistik hudud raqobatbardoshligining bir nechta tanlangan ko'rsatkichlarni baholash jarayonida J.Kruch va J.Ritchi "*Turistik hudud raqobatbardoshligi va barqarorligi modeli*"da keltirilgan indikatorlarga asoslanganlar.

Qiyosiy ustunliklar turistik hududdagi mavjud barcha resurslarni qamrab olsa, raqobat ustunliklari ayni resurslardan samarali foydalanishni bildiradi. Ya'ni, turizmni rivojlantirishning yaxlit konsepsiyasi va turizmni iqtisodiyotning strategik sektoriga aylantirishning muhim sharti, sohada innovatsion boshqaruv usullarini qo'llash bo'lib hisoblanadi.

Bizning fikrimizcha, turistik ehtiyojlar turli ko'lamga ega bo'lib, sayohat maqsadidan kelib chiqqan holda 7M (mono, mini, mikro, meta, mezo, makro, mega) ko'lamda amalga oshadi. Agar sayohat maqsadi Buxoro shahrida joylashgan Ark qo'rg'onidagi muzey bo'lsa, mijoz ehtiyojining qondirilishi yoki aksi muzeyda faoliyat ko'rsatadigan gidga borib taqalib, *turistik hudud raqobatbardoshligining mono ko'lamini* bildiradi. Shu tariqa, oilaviy korxonada maqomidagi milliy uy mehmonxonada ko'rsatilgan xizmat, turistik hududning *mini ko'lamdagi raqobatbardoshligini* o'zida aks etadi. Umumovqatlanish muassasalarida ko'rsatilgan xizmat hudud raqobatbardoshligining *mikro ko'lamini* bo'lib hisoblanadi va u mas'uliyati cheklangan jamiyat maqomidagi tashkilot tomonidan yetkaziladi. *Meta ko'lamdagi raqobatbardoshlik viloyat ko'lamida* shakllantirilgan yo'l infratuzilmasi, hududiy transport xizmatlari, hududiy ekologik barqarorlik, kommunikatsiya kabi sohalaridagi holatni qamrab oladi. *Mezo ko'lamda* mintaqalararo xizmat ko'rsatish tarmoqlarining joriy qilinganligi bilan baholanadi. *Makro ko'lamdagi raqobatbardoshlik mamlakat imiji, xavfsizlik, barqaror ekologik holat, aholi farovonligi, milliy ko'lamdagi temir yo'l va avia tashuv xizmatlarining sifatiga bog'liq* bo'ladi. *Mega ko'lamdagi raqobatbardoshlik davlatlararo yo'l-transport infratuzilmasining rivojlanganligi, bir-nechta mamlakatni qamrab oluvchi turistik yo'nalishlarning shakllanganligi va turoperatorlar orasida o'zaro manfaatli munosabatlar tizimining yo'lga qo'yilganligi bilan baholanadi.* Ya'ni, mamlakatning (makro) turistik raqobatbardoshligi, pastdan yuqoriga qarab 7M ko'lamda turizm sohasidagi har bir bo'g'inni izchillik bilan takomillashtirish, o'zini-o'zi boshqarish, o'zaro hamkorlikda raqobatlashish tamoyillariga asoslangan klasterlar shaklidagi boshqaruv tizimini joriy qilish va ularni qo'llab-quvvatlash, barqaror rivojlanish konsepsiyasiga xos tamoyillarga asoslangan islohotlarni amalga oshirish evaziga erishiladi.

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