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7.169



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IEJRD

A Multidisciplinary Research & Development Journal

E-ISSN NO:- 2349-0721

About Journal:

The mission is to facilitate global dissemination of academic information for mankind. The journal is open to all who wish to report on current research & development and summaries of special projects of interest to engineering scientists.

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Chief Editor :- Prof. Tushar Ram Sangole

SJIF: 7.169

Frequency :- Bi-Monthly

Country :- India

Language :- English

Start Year :- 2014

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75	PRIORITIES OF HIGHER EDUCATION SYSTEM DEVELOPMENT . ¹ Abdulloev A. J, ² Odinayeva N. F Head of Department (PhD) ¹ , Master ² Department Of Economics, Bukhara State University, Bukhara, Republic Of Uzbekistan	273-275	10.17605/OSF.IO/AW5TC
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78	ONGOING SOCIAL AND LEGAL ASSISTANCE IMPLEMENTATION ISSUES IN THE ORPHANAGES OF UZBEKISTAN ¹ L.T.Torakulov, ² Otamurodova Fazilat, ³ Adilova Farzona Jizzakh state pedagogical institute Teacher of the "Theory of pedagogical education" department ¹ , Students of 106 th group of pedagogical-psychological direction ²	283-286	10.17605/OSF.IO/RDQSF
79	DEVELOPED EMOTIONAL INTELLIGENCE THE TEACHER AS A PSYCHOLOGICAL FACTOR OF PROFESSIONAL ACTIVITY O. Dj. Qodirova Andijan State University Department of General Psychology doctorant	287-290	10.17605/OSF.IO/9MU28
80	INTERDISCIPLINARY INTEGRATION OF THE SCIENCE OF DESCRIPTIVE GEOMETRY Qurbanov Abdimalik Jo`rayevich Teacher of Termez State University	291-293	10.17605/OSF.IO/CTQ4V

81	<p>LINGUODIDACTIC ASPECTS OF VERBS EXPRESSING DISPLACEMENTS IN RUSSIAN LESSONS WITH STUDENTS WITH UZBEK LANGUAGE OF INSTRUCTION I.T. Rajabova Department of the Russian language of the Chirchik State Pedagogical Institute, Tashkent region</p>	294-296	10.17605/OSF.IO/7USKP
82	<p>METHODS FOR EVALUATION AND TRAINING OF MANAGEMENT PERSONNEL ¹Rakhimova Dilfuza Nigmatovna, ²Khurramov Sanjar Ravshanovich² Doctor of Economic Sciences, professor, head of department "Theory and Practice of Management" Academy of Public Administration under the President of the Republic of Uzbekistan¹, Head of Department, Ministry of Public Education</p>	297-299	10.17605/OSF.IO/RMUNQ
83	<p>THE ROLE OF THE COMPOSER IN THE ART OF CHOREOGRAPHY ¹Rakhmatova Shokhista Ravshanjon qizi, ²Fazliyeva Zebo Kamarbekovna 1st stage master of the art of "Choreography"¹, State Academy of Choreography of Uzbekistan Supervisor²</p>	300-301	10.17605/OSF.IO/ZGP5X
84	<p>THEORETICAL BASES OF INCREASE OF ECONOMIC EFFICIENCY OF USE OF RESOURCE-SAVING TECHNOLOGIES IN THE COTTON INDUSTRY ¹Rashidov Rakhmatillo Aloyonovich, ²Otaxonov Sardorbek Associate Professor of Namangan Institute of Engineering and Technology, Doctor of Philosophy in Economics (PhD)¹, Namangan Institute of Engineering and Technology, Department of Economics, Master of Group 14M-20²</p>	302-306	10.17605/OSF.IO/J4HB3
85	<p>TYPES OF WEAR OF THE WHEEL-RAIL "TRIBO-CONTACT" ¹Rizaev Abdumalik Nabiyevich, ²Saipov Sarvar Ikromovich T.f.d., professor Tashkent State Transport University¹, doctoral student Tashkent State Transport University²</p>	307-308	10.17605/OSF.IO/26XF8
86	<p>THE ROLE AND PLACE OF THE PREPARED EDUCATIONAL DISCUSSION IN TEACHING STUDENTS OF FOREIGN LANGUAGE GROUPS ON THE MATERIAL OF THE NATIONAL AND CULTURAL SEMANTICS OF THE RUSSIAN LANGUAGE Rustamova Salomat Erkamovna 2nd year master's student Chirchik Pedagogical Institute of Tashkent region</p>	309-310	10.17605/OSF.IO/6MYNB
87	<p>FEATURES OF TREATMENT OF WINTER WHEAT SEEDS BY DIFFERENT PROCESSORS ¹Nazirova Rahnamokhon Mukhtarovna, ²Saminov Avazbek Alimardonugli, ³Usmonov Nodirjon Botiraliyevich Doctor of Technical Sciences (PhD), Associate Professor of the Department "Technology of storage and primary processing of agricultural products" of the Fergana Polytechnic Institute¹, Master student of group M-13-19 Fergana Polytechnic Institute², Lecturer of the</p>	311-313	10.17605/OSF.IO/RGPEM

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88	INFLUENCE OF DANCE ON PHYSICAL AND MENTAL HEALTH OF CHILDREN Shakhzoda Khudoynazarova Academician of the State Choreography of Uzbekistan Lecturer at the Department of Choreography	314-317	10.17605/OSF.IO/KX6D4
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90	THE ROLE AND IMPORTANCE OF THE DIGITAL ECONOMY IN THE HEALTH SYSTEM ¹Shanasirova Nadira Abdullayevna, ¹Khamrayeva Shahnoza Ilkhomovna Senior Lecturer in the Department of "Management" Tashkent Institute of Irrigation and Agricultural Mechanization Engineers ¹ , Assistant teacher in the Department of "Management" Tashkent Institute of Irrigation and Agricultural Mechanization Engineers ²	320-322	10.17605/OSF.IO/NZ2D6
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92	CLINICAL SYMPTOMS OF ALIMENTARY INFERTILITY IN PRODUCTIVE COWS ¹M. A. Sulaymonov, ⁴N. K. Meliboyev, ²S. B. Eshburiev, ³V. B. Abdumajitov Assistant ¹ , V.f.d. Associate professor ² , Assistant ³ , researcher ⁴	326-328	10.17605/OSF.IO/VXPT9
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94	ORGANIZATIONAL AND PEDAGOGICAL FUNCTIONS OF EDUCATING STUDENTS PRONE TO JUVENILE DELINQUENCY THROUGH THE MEDIA Taylakova Shaxnoza Norbekovna Journalism And Mass Communication University Of Uzbekistan	332-335	10.17605/OSF.IO/YZ2VS

95	<p align="center">ANTHROPOGENIC LANDSCAPE TYPES IN MIRZACHOL</p> <p>¹Toshboev Zafarjon Makhrankulovich, ²Kushmatov Botir Berikboy ogli, ³Murodullaev Khoshimjon Kamliddin ogli Jizzakh state pedagogical institute Senior teacher at “Geography and fundamentals of economics” department¹, student of “Methods of teaching geography” direction of JSPI^{2,3}</p>	336-338	10.17605/OSF.IO/VXPT9
96	<p align="center">CONDUCTING CLASSES ON FINE ARTS BASED ON INFORMATION AND COMMUNICATION TECHNOLOGIES</p> <p align="center">Toshpulatov Fakhriddin Uralovich teacher of the Department of Fine Arts and Engineering Graphics, Termez State University</p>	339-341	10.17605/OSF.IO/GNWAT
97	<p align="center">MAIN PUMPTIN PESTS OF PEACHES AND MEASURES AGAINST THEM</p> <p>¹Tufliev Nodirbek Khushvaktovich, ²Normurodov Sherbek Chorievich, ³Turdishov Amanbay Jaqsibaevich Doctor of Agricultural Sciences, Tashkent State Agrarian University¹, Basic doctoral student, Plant protection research institute², Independent researcher, Plant protection research institute³</p>	342-345	10.17605/OSF.IO/RZNI8
98	<p align="center">ACUTE TONSILLOPHARYNGITIS</p> <p>¹Turazoda Farangiz, ²Turazoda Maftuna 614 group student of the Pediatrics Faculty Samarkand State Medical Institute, Uzbekistan¹, 306 group student of the Medical Pedagogy Faculty Samarkand State Medical Institute, Uzbekistan²</p>	346-348	10.17605/OSF.IO/NY59J
99	<p align="center">MORPHOLOGY AND AGROTECHNOLOGY OF UZBEK COTTON RESEARCH INSTITUTE-201 COTTON VARIETY</p> <p>¹Tursunov Khayrullo Odiljonovich, ²Janibekov Dilyorbek Abdumannobovich, ³Nuralieva Mahliyo Abdugaffor qizi Doctor of Philosophy in Agriculture (PhD)¹, Assistant², Master³ Andijan Institute of Agricultural Agrotechnology</p>	349-351	10.17605/OSF.IO/QWYKA
100	<p align="center">ENTREPRENEUR'S PERSONALITY, MOTIVATION AND ITS SOCIO-PSYCHOLOGICAL FUNDAMENTALS</p> <p>¹Umurzokov Dilmurod Kholmurodovich, ²Turobova Shahnoza Umirovna Navoi State Pedagogical Institute Senior Lecturer of the Department of Pedagogy and Psychology¹, Navoi State Pedagogical Institute Teacher of the Department of Pedagogy and Psychology²</p>	352-354	10.17605/OSF.IO/ZH7UC
101	<p align="center">MANAGEMENT ACCOUNTING AS AN ENTERPRISE MANAGEMENT TOOL</p> <p>¹Urakova M. H, ²Muxtorov A. S Teacher¹, Student² Department Of Economy, Bukhara State University, ukhara, Uzbekistan</p>	355-357	10.17605/OSF.IO/PGB59
102	<p align="center">HISTORICAL AND SCIENTIFIC BASIS OF INTEGRATION OF PERSPECTIVE SCIENCE AND FINE ART</p> <p>¹Valiev A.N, Otabekob U, ³ Abdumutalipova S Associate Professor¹, Master's degree, Student (TSPU)</p>	358-360	10.17605/OSF.IO/F3WX8

103	<p>THE PROGRAM OF ORGANIZING INDIVIDUAL CLASSES WITH MINORS IN A SOCIALLY DANGEROUS SITUATION IN GENERAL EDUCATION INSTITUTIONS ¹Xolmatov Abrorjon, ²Zulunov Ravshan 2nd year master degree student of Computer Engineering Faculty of TUIT, Fergana branch¹, Associate professor of the Department "Software engineering" of TUIT, Fergana branch²</p>	361-363	10.17605/OSF.IO/S5GUC
104	<p>THE ROLE OF INFORMATION TECHNOLOGY IN EDUCATION IN THE DEVELOPMENT OF STUDENTS' INDEPENDENT LEARNING SKILLS Yakhiyakhonova Mukhiba Teacher of Shakhrisabz branch of Tashkent State Pedagogical University named after Nizami</p>	364-366	10.17605/OSF.IO/V3MRZ
105	<p>THE PLACE OF THE MAQOM GENRE IN THE ART OF UZBEK NATIONAL DANCE ¹Yangiboyeva Sevinch Fakhridin qizi, ²Fazliyeva Zebo Kamarbekovna 1st stage master of the art of "Choreography"¹, State Academy of Choreography of Uzbekistan Supervisor²</p>	367-369	10.17605/OSF.IO/FZY23
106	<p>INNOVATIVE APPROACH TO TEACHING TECHNOLOGY SCIENCE IN ELEMENTARY GRADES ¹Yuldashev B.N, ²Khaydarova M. J Teacher^{1,2}Department of Theory of Primary Education, Bukhara State University, Bukhara, Uzbekistan</p>	370-372	10.17605/OSF.IO/PB83E
107	<p>FEATURES OF THE METHODOLOGY OF TEACHING RUSSIAN AS A FOREIGN UNIVERSITY Yuldasheva Tukhta Ametovna Lecturer at the Department of Russian Language, Faculty of Humanities, Chirchik State Pedagogical Institute</p>	373-375	10.17605/OSF.IO/8EKUQ
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109	<p>TO THE QUESTION OF ESTIMATING THE EFFICIENCY OF TOUR ENTERPRISES POTENTIAL USE ¹Zaynalov J. R, ²Davlatova M. P D.e.sci., Prof. head "Finance" department of Sam IES¹, Assistant of Sam SU²</p>	379-381	10.17605/OSF.IO/4EXKS
110	<p>ABU HAFS KABIR Zokirova Ra'no Islomovna Islamic scholar Bukhara</p>	382-384	10.17605/OSF.IO/G8HK3

111	<p>SOME FEATURES OF RECEPTION AND STORAGE OF COTTON SEEDS</p> <p>¹Nazirova Rahnamokhon Mukhtarovna, ²Mahammadjonov Muzaffar Mamurjonugli, ³Usmonov Nodirjon Botiraliyevich Doctor of Technical Sciences (PhD), Associate Professor of the Department “Technology of storage and primary processing of agricultural products” of the Fergana Polytechnic Institute¹, Master student of group M-13-19 Fergana Polytechnic Institute², Lecturer of the Department “Technology of storage and primary processing of agricultural products” Fergana Polytechnic Institute³</p>	385-388	10.17605/OSF.IO/4EXKS
112	<p>ГЕНДЕР ТАЪЛИМ – САМАРАДАОРЛИК ОМИЛИ СИФАТИДА</p> <p>Мўминова Зулфия ЖДПИ 2-курс магистранти</p>	389-392	10.17605/OSF.IO/9JH8C
113	<p>МИРЗАЧЎЛДА ТАРКИБ ТОПГАН АНТРОПОГЕН ЛАНДШАФТ ТИПЛАРИ</p> <p>¹Тошбоев Зафаржон Махрамкулович, ²Қўшматов Ботир Берикбой ўғли, ³Муродуллаев Хошимжон Камолиддин ўғли Жиззах давлат педагогика институти География ва иктисодий билим асослари кафедраси катта ўқитувчиси¹, Жиззах ДПИ География ўқитиш методикаси таълим йўналиши талабаси</p>	393-396	10.17605/OSF.IO/VXPT9
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115	<p>LANGUAGE IS THE MOST IMPORTANT MEANS OF HUMAN COMMUNICATION</p> <p>Mirzorakhimov O. K Lecturer of the department Russian language Chirchik State Institute of Tashkent region</p>	399-401	10.17605/OSF.IO/32C6M
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117	<p>DIFFICULTIES OF SPELLING</p> <p>Shokarimova Kamola Abdullaevna</p>	406-408	10.17605/OSF.IO/6NE24
118	<p>STUDYING THE VOCABULARY OF THE RUSSIAN LANGUAGE AND REPLENISHING THE VOCABULARY OF STUDENTS OF THE NATIONAL SCHOOL</p> <p>Yusupova F. M</p>	409-412	10.17605/OSF.IO/DWKHS
119	<p>STUDYING THE VOCABULARY OF THE RUSSIAN LANGUAGE AND REPLENISHING THE VOCABULARY OF STUDENTS OF THE NATIONAL SCHOOL</p> <p>Yusupova F. M</p>	413-414	10.17605/OSF.IO/JM7GD

THE PECULIARITIES OF BENCHMARKING IN ACHIEVING A COMPETITIVE ADVANTAGE OF THE TOURISM CLUSTER

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ANNOTATION

This article discusses the need to mitigate the very negative impact of pandemic conditions on tourism, the development of tourism in Uzbekistan, including the creation of clusters in the tourism industry, the introduction of benchmarking in these clusters. Benchmarking is a consistent comparison and assessment of experience, workflow and results as a growth and self-regulation aid. By concept, "benchmarking is the process of comparing the performance practices, processes and exhibitions of a company with specially selected benchmarking partners."

Key words: *tourism, benchmarking, pandemic, tourism sector, traveling, tourists, promotion, tour operator, tourism cluster.*

The targeted support initiatives for tourism organizations set out in the Decree of the President of the Republic of Uzbekistan dated 28 May, 2020 on urgent steps to support the tourism sector in order to reduce the negative impact of the corona virus pandemic have so far been acknowledged.

The corona virus pandemic has drastically altered the customer base. In the near future, people would avoid traveling abroad in public, preferring domestic tourism. Fernando Galyardo, a Spanish tourism expert, placed an emphasis in an interview with RIA News. Tourist intensity is currently in a state of downward trend, closing the borders of Europe, China as well as Latin America. There are a lot of people living in these parts of the world, they're not traveling anywhere and they're not thinking of moving in the near future, the expert said. In his personal belief, the traffic of tourists "just stops" in which case it cannot be circulated in whichever direction. This is an assumption of what has been said for the short term. Global recession would have an impact on the global economy in the long run. Imposed with the economic downturn, it would take longer than expected for the tourism industry to stabilize, he said.

Presently, the economy of the country cannot be visualized without a tourism mechanism. In the process of deepening the international division of labor and the convergence of social production, tourism is seen not only as a way of tackling costs but also as a factor in accelerating interrelationships. In these circumstances, it is vital to increase the competitive nature of tourism clusters by the activities of tourism enterprises. The survey comes up with the following theoretical principles and realistic approaches to competition, competitiveness and competitive advantage. A roughly similar investigation of the interpretations of these terms by international and domestic scholars and the conceptualization of the author has been established.

It best reflects with the essence of rivalry and the sources of maximum potential in tourism clusters. Clusters that are significantly bigger than businesses will have complementary resources, infrastructure, facilities and marketing that will largely take into account consumer needs. Such attachments are extremely important for competitiveness, efficiency and, in particular, strategy. In the development of tourist clusters, it is presumed that the means to meet the additional needs of visitors and excursionists would be expressed in one location. When encouraging tourists to the country, the classified info on the cluster should be presented in detail and in precision on the additional services and facilities it offers. If we discuss the needs of visitors many of whom are being observed marketing, we may divide them into several segments:

- View of historic landmarks, artifacts and locations, get specific information about them;
- Use of tourism packages with a specific proposal and direction;
- Ensure the safety of tourists;
- Stay in hotels with high-quality Internet access;
- Participation in the preparation of national dishes and display of national costumes;
- Organization of health checkpoints at the hotel;
- Ensure harmony in hotels at leisure time.

In our perspective, tourism cluster competition is a competition between market participants to gain the loyalty of customers, to obtain the intended funds by achieving the price and quality of the services offered by the cluster enterprise in the pursuit of optimum conditions. The competitiveness of a tourism cluster enterprise is the ability to compete with similar rivals, as well to preserve equality. Competitive advantage is the difference in price, quality and compatibility of a market entity with competitors, i.e. the difference in profitability for buyers and consumers.

In the research work carried out in our republic and abroad, various alternate meanings are given of the general principle of healthy competition, which are typically defined separately on the basis of different diagrams. However, they are not part of a single scheme. In order to penetrate the international tourism market and increase the competitiveness of the country's tourism industry, it is important to bring the underlying principle of marketing into long term effect. It is therefore important for the Bukhara Tourism Cluster to be able to find new ways of enhancing the quality and productivity of its services, to compare them with the services of competitors or leading companies in other industries and to establish a benchmarking methodology for the introduction of innovations.

A benchmark is something whose quality or quantity is defined and can therefore be used as a norm for distinguishing other items. Sylvia Coding points out that the principle of benchmarking was first used in ancient Egypt to calculate the weight of objects by putting an iron rod at a point of scale. Much of the literature describes it as: "Benchmarking is the process of comparing, learning from each other, and thus collaboratively improving the weaknesses and problematic aspects of an institution." Any university management that uses the benchmarking approach should have a specific and consistent partner of their choosing. Benchmarking is a consistent comparison and assessment of experience, workflow and results as a growth and self-regulation aid. By concept, "benchmarking is the process of comparing the performance practices, processes and exhibitions of a company with specially selected benchmarking partners." In other words, benchmarking is not only a method of meeting a set of goals and objectives, but also a process of researching and recording the best practices of the sector that can help to accomplish those objectives.

Since benchmarking is a method for defining "best practices" for products and the methods through which these products are manufactured and distributed, it appears to be the ideal technique for exploring various techniques and general approaches. The essence of benchmarking is, firstly, to equate their results with the performance of advanced tourism firms or rivals and, secondly, to stress the importance of others as a technology for the analysis and application of good best practices. The Bukhara tourism cluster has established an improved marketing database system, taking into account the significance of the function and importance of the database in the organization and implementation of benchmarking processes, marketing and implementation of competitive strategies. The role of advertisement in the selling of services on the national and global market for tourism services is very critical. There is also a need to establish an efficient promotional system. In order to

further increase the amount of sales and the quality of tourist services in the Bukhara tourist cluster, it is important to create a new diversified advertisement cost structure.

Tourism is the strongest opportunity of the Uzbek economy, and the development of this sector, especially through the establishment and development of tourist clusters on the territory of ancient Bukhara, will have a positive impact not only on tourists but also on the socio-economic situation in Bukhara.

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