



ACTUAL PROBLEMS OF MODERN SCIENCE, EDUCATION AND TRAINING

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THE IMPORTANCE OF TRANSPORT SERVICE IN THE DEVELOPMENT OF HISTORICAL AND CULTURAL TOURISM IN UZBEKISTAN

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Abstract – This article focuses on the importance of transport services in the development of historical and cultural tourism in Uzbekistan, and the tourism model that combines Uzbek hospitality and international service standards in the development of the tourism industry in Uzbekistan, supporting entrepreneurship and the state of the sector; is dedicated to the comprehensive development of tourism based on the selection of a convenient method of regulation.

Key words: transport service, tourism, Uzbek tourism, archaeologist, gross domestic product, resource, ownership, cultural tourism, hotel, competitiveness, ethnography.

Annotatsiya – Ushbu maqola O'zbekistonda tarixiy va madaniy turizmning rivojlanishida transport xizmatining ahamiyati hamda O'zbekistonda turizm sohasining rivojlanishida o'zbekona mehmondo'stlikni va xalqaro xizmat ko'rsatish standartlarini o'zida mujassam etgan sayyohlik modeli, tadbirkorlikni qo'llab-quvvatlash hamda sohani davlat tomonidan tartibga solish bo'yicha qulay uslub tanlash asosida sayyohlikni kompleks rivojlantirishga bag'ishlangan.

Tayanch so'zlar: transport xizmati, Turizm, O'zbekturizm, arxeolog, yalpi ichki mahsulot, resurs, mulkchilik, madaniy turizm, mehmonxona, raqobatbardoshlik, etnografiya.

Аннотация – В данной статье основное внимание уделяется значению транспортных услуг в развитии историко-культурного туризма в Узбекистане, а также туристической модели, сочетающей узбекское гостеприимство и международные стандарты обслуживания в развитии туристической индустрии Узбекистана, поддержке предпринимательства и государства. сектор; посвящен комплексному развитию туризма на основе выбора удобного метода регулирования.

Ключевые слова: транспортное обслуживание, туризм, узбекский туризм, археолог, валовой внутренний продукт, ресурс, собственность, культурный туризм, гостиница, конкурентоспособность, этнография.

Introduction. Among the countries of the world, Uzbekistan has its own long and unique rich history. According to various historical written and archeological sources, our Motherland, which was recognized as the Turanian land since ancient times, has taken a worthy place among ancient and great countries such as China, India, Iran, Egypt, and Rome. It is no secret to anyone that its history, rich in cultural and spiritual monuments, ancient architectural and visual arts have attracted world tourists. Historical monuments and old monuments located in Tashkent, Samarkand, Bukhara,



Shahrisabz, Khiva and Urgench and in various places of the republic serve as the main foundation of tourism of our country.

Literature review. Our great scholars, who contributed greatly to the history of our country and the world history and culture of the Uzbek people - Muhammad Musa al-Khorazmi, Abu Nasr Farabi, Ahmad al-Farghani, Abu Ali ibn Sina, Abu Rayhan Beruni, Muhammad ibn Ismail al-Bukhari, Abu Isa al-Tirmizi, Bahauddin Naqshband, Ahmed Yassavi, Amir Temur, Mirza Ulugbek, Alisher Navoi, Babur and hundreds of other grandfathers are worth being proud of; cultural tourism is the activity of tourists interested in the culture, history, ethnography, archeology, folklore, lifestyle of other peoples. During cultural tourism, more attention is paid to local theaters, places where national art and folk art are displayed, in order to familiarize people with the culture of other nations.

Even some tourists do not refuse to visit the houses where local residents live as guests, considering this as the best way to get acquainted with the culture of the residents. The term historical tourism refers to the activity of tourists interested in working tools, dishes, coins, military weapons, houses, castles, cities, tombs, paintings, madrasas, mosques and material historical resources that have come down to us from ancient people.

Analysis. There are great opportunities for the development of cultural and historical tourism in Uzbekistan, and their development contributes to the development of international relations of Uzbekistan. The development of international relations brings our people closer to other nations, which strengthens mutual relations and creates a great basis for the growth of mutual cooperation and the development of tourism in our republic.

Tourism is one of the fastest growing sectors in the world economy. This industry is one of the three largest industries after oil production and automobile industry. Today, almost 60% of the world's labor resources are working in tourism and its direct and indirect service industries. In 2020, the income received through international tourism may reach 2 trillion US dollars. In addition, the analysis of predictions shows that by 2020-2025, China will become the country with the largest number of visitors; Hong Kong and Russia are also expected to see some growth. In particular, in the predicted years, the number of tourists entering Russia will increase by 1.3 times compared to the number of tourists leaving the country. Among the European countries, the Czech Republic is expected to achieve high figures in the near future. In this period alone, China and Hong Kong accounted for 12.3% of the total flow of tourists in the whole world. If the current flow of tourists is studied by individual regions, on average, 65% of international tourist destinations are European, 20% are America, 6.2% are Asian countries, and the remaining 8.8% are other regions; he feels dizzy. In our opinion, the sharp increase in the number of tourists coming to Russia can be beneficial for the countries of Central Asia. However, for this it is required that the CIS countries or the Shanghai International Cooperation Organization, especially the Central Asian countries, turn their respective regions into an integrated, free tourist space from the point of view of tourism. Experience shows that it is impossible to develop tourism in a closed (enclave) way, like the national



economy of the former Union. In this regard, it is permissible to use the European experience.

Therefore, these countries should consider the issues of exchange of international tourists, their import and export. The implementation of these measures will increase the tourist (guest) period of tourists and expand the possibility of foreign exchange in the tourist area. The tourism potential of Kyrgyzstan, which is a close neighbor of our republic, is very high. Similarly, Kazakhstan is a country with fast developing tourism. Especially in Kazakhstan's "Baykanur" commodore, in the next 25-30 years, the development of a new type of tourism, the most expensive, but full of adventure and interesting space tourism, is not without possibility. Only the richest classes of the world, a few people are engaged in this type of tourism. However, at the end of the 19th century, only the elite of the population, representatives of the upper class, participated in the first official tourist trips.

Mainly more than 4,000 large determine Uzbekistan's tourist potential and small historical monuments built during the reigns of Alexander the Great, Genghis Khan, Amir Temur and the last khans. As information, it is worth noting that our republic is among the top 10 countries in the world in terms of the number of places visited by tourists and the demand for them. 11 cities in our country are recognized as excellent tourist cities. There are more than 2,600 historical and cultural monuments, and only 150 of them are open to tourists. In addition, another unique aspect of Uzbekistan's tourist potential is that the country has all forms of relief in nature (mountains, plains, deserts, hills, steppes). Fergana Valley, Bostanliq, Zomin, Urgut, Kitab, Boysun regions have sufficient conditions for the development of mountain, sports, ecotourism and recreation. 121 of the more than 300 healing mineral groundwaters in our republic are used to restore public health.

Taking into account the above opportunities, more than 40 percent of the incoming tourists will visit Samarkand, Bukhara and Khorezm, 17 percent will go to Fergana Valley, and the rest will go to other regions. Samarkand and Bukhara regions lead the way in terms of receiving tourists, providing services to them, and profiting, while the lowest indicators are observed in Andijan, Jizzakh and Tashkent regions. Most of the international tourists visit the city of Tashkent. The reason is that 36 percent of the total tourist infrastructure is contributed by the capital and Tashkent region and sufficient conditions have been created. Fergana Valley has 19 percent of the republic's tourist infrastructure. However, the capacity and level of the existing tourist infrastructure cannot fully satisfy the needs of foreign tourists. In order to eliminate the problems that have arisen, it is necessary to create a system of providing additional services at the level of interests and demands of international tourists. It is also important to prepare projects for foreign investments in the production of new tourist services and products, to develop advertising programs of Uzbekistan or individual regions and their personal image in the world tourism market.

Discussion. The decision of the Cabinet of Ministers of the Republic of Uzbekistan, adopted on October 10, 2012, "On measures to further support and develop the tourism sector in the Republic of Uzbekistan", is aimed at developing tourism and tourist infrastructure, providing national tourist services to international is becoming an important program in actively offering to tourist markets. Uzbekistan has a special



position in the international tourism market with its rich historical and cultural heritage, unique tangible and intangible cultural values, architectural monuments, and modern cities. Preservation of ancient monuments that testify to our rich past, modern buildings in the cities of Samarkand, Bukhara, Tashkent, Khiva, Shahrisabz, Margilan, and national craft centers operating in these areas help to develop not only international, but also domestic tourism in these regions. Samarkand occupies an important place in this regard. This ancient and ever-famous city, which is rightly called "The Polish of the Earth", "The Jewel of the East", has been a center of science, trade and crafts since time immemorial.

Over the past years, large-scale works on the repair and reconstruction of Registan, Amir Temur, Ruhabad mausoleums, Shahi Zinda monument, Hazrat Khizr and Bibikhanim mosques, Mirzo Ulugbek observatory have been carried out here on the initiative of the head of our state. Beautiful gardens and avenues were built around them. In 2001, these monuments, which are considered the wealth of not only our nation, but also the entire humanity, were included in the UNESCO World Cultural Heritage List. Samarkand's rich tourist opportunities are effectively used to ensure employment and strengthen the city's economy. Today, there are almost two hundred tourist companies and hotels operating here. To popularize the national cultural heritage of Uzbekistan abroad, to attract more foreign tourists to our country and to develop domestic tourism, to ensure the participation of tourism organizations of our country in major international tourism exhibitions held in Madrid, Riga, Berlin, Paris, Tokyo and London. works are being carried out. The national company "Uzbekturizm" is the main coordinator for organizing the participation of tourism companies of our country in such exhibitions and fairs under the single national stand of "Uzbekistan". In this regard, the national airline company "Uzbekistan Airways" and the state joint-stock company "Uzbekistan Railways" are our main partners.

In order to further increase the reputation of Uzbekistan as the main tourist destination in Central Asia at international fairs, to ensure the diversity of the stand, to present all regions of our country in it, with special attention to the demonstration of our national traditions and values. Participation in major international exhibitions allows the tourism organizations of our country to establish new relations with foreign partners in the field of tourism and establish mutually beneficial cooperation. Uzbekistan became a member of the World Tourism Organization in 1993. At the UNWTO General Assembly held in South Korea in October 2011, the Republic of Uzbekistan was elected a member of the Executive Council of the UN World Tourism Organization for the second time. Few countries in the world can achieve this status. Within the framework of our country's membership in this organization and in order to publicize our historical and cultural heritage in the international arena, as well as to develop the tourism industry, it was decided to hold the 99th session of the UNWTO Executive Council in Samarkand in October 2014. The delegation of Uzbekistan has been actively participating in the events of the World Tourism Organization. In particular, our delegation participated in the 95th session of the Executive Board of the World Tourism Organization in Belgrade (Serbia) in May of this year.

At this event, the structural unit of the national company "Uzbekturizm" - the state unitary enterprise "Great Silk Road" advertising agency" became a member of



UNWTO. All this serves to increase the reputation of our company and Uzbekistan in general in the international arena, and makes it possible to use the normative base and library of the World Tourism Organization.

Today, more than eight hundred tourist enterprises, including more than five hundred hotels, tourist bases and camping sites, and nearly three hundred tourist companies operate in Uzbekistan. A program of targeted activities to develop tourism and increase the export potential of tourist services in all regions of our country has been approved. Diversification of tourist destinations, new tourist destinations and programs such as mountaineering, horse, camel, car travel, off-road trips, fishing, rafting, heliski, geotourism, educational tourism offered to foreign and domestic tourists. development work is being carried out effectively. Recently, the Republican scientific and educational consulting center of the national company "Uzbektourism", the museum "Memorial of the Repression Victims" and the branch of the German Association of People's Universities DVV organized for the citizens of Uzbekistan and foreign tourists "Stalin's Repression in Tashkent" oni martyrs: architecture and people" and four new directions were presented. The main goal of the presentation is to present a new cultural-introductory tour that includes sixteen objects in our capital and to provide extensive information about the tragedies experienced by our people during the years of repression, as well as the new history of independent Uzbekistan, democratic It consists of introducing the stages of community building.

The development of new types of tourism in our country is directly related to the training, retraining and improvement of skills of personnel in this field. For this purpose, the national company "Uzbektourism" annually helps students studying in the field of tourism, teachers and employees working in the field to improve their skills in major tourist centers and educational institutions of Europe and Asia. Under the leadership of President Islam Karimov, large-scale work is being carried out to promote the possibilities of domestic tourism, to further improve the activities of tourist bases, recreation areas, boarding houses, sanatoriums, resorts and ecotourism organizations. The special program for each region includes activities related to the development of domestic tourism in regions, districts, cities and villages. They take into account the internal possibilities and potential of each region. Because of this, for example, in the Republic of Karakalpakstan, Navoi, Jizzakh and Khorezm regions, several modern camping sites, health facilities and resorts were built, and all opportunities were created to provide various services to tourists. The Tashkent International Tourism Fair, which has been held since 1995 at the initiative of the head of our state, has become widely known to the world tourism community, and has become a unique platform for offering tourist products and establishing business relations.

The fair allows the world's leading experts to share experience, discuss current tourism problems and pricing policy, and demonstrate new opportunities. This specialized exhibition, which unites companies providing all types of tourism services in the world, is the fair with the largest number of participants in the Central Asian region. This event, intended for specialists in the tourism business of our country and abroad, allows the participants to be acquainted with the tourism potential of Uzbekistan, and serves to further develop the tourism business in our country.



The nineteenth Tashkent International Tourism Fair "Silk Road Tourism" brings together representatives of foreign tourism business, as well as leading tourism operators and large hotels of Uzbekistan. In addition, departments "Information technologies in the field of tourism", "Hotel and accommodation facilities", "Transport services", "Insurance services", "Gastronomic tourism" will be established. A new tourist direction - geotourism - is rapidly developing in our country.

The national company "Uzbektourism" developed comprehensive measures aimed at the rapid development of tourism. Further improvement of the regulatory framework and mechanisms of state regulation of the tourism sector, improvement of the effectiveness of the regional office of the UN World Tourism Organization (UNWTO) in Samarkand for coordinating the development of tourism on the Great Silk Road, development of tourism development in the Khorezm region These include developing a program for all regions of our country based on the developed program, forming a strategy for the development of domestic tourism, investing in the development of tourist infrastructure, including attracting foreign investments. In the field of tourism, in particular, by inviting highly qualified specialists from countries with developed tourism, personnel training, retraining and improvement of skills, enriching the knowledge of students of educational institutions, organizing the exchange of experience of teachers and employees of the tourism sector abroad has reached a new level.

These measures are aimed at strengthening the modern, highly efficient and competitive tourist complex, expanding the possibility of meeting the needs of tourists coming to our country at the expense of high-quality and diverse tourist products of Uzbekistan, and offering these products in foreign consumer markets, Uzbek hospitality Comprehensive development of tourism based on the development of a tourism model that combines professionalism and international service standards, support for entrepreneurship and the choice of a convenient method for state regulation of the industry will help to increase the attractiveness of Uzbekistan. With the development of tourism and increased demand for travel, transport routes are constantly expanding, which in turn has a beneficial effect on the development of transport infrastructure. Transportation services are one of the most important in tourism business. A large part of the price of the excursion falls on their account. Tourists use different types of transport to travel.

Conclusion. A transport trip is a trip of groups of tourists on developed routes using different means of transport. Transport trips are classified as follows:

- according to the direction of movement (route);
- according to the type of transport used;
- on the construction of the route;
- according to the duration of the trip;
- by seasonality

Nowadays, traveling by bus, air and railway is widespread. Tourist transport trips through several types of transport, namely: railway, bus (car); by air, bus and other transport services. As a type of mobile transport, it is widely used to take tourists from the airport (station) to the hotel or vice versa, as well as in independent routes, such as buses and cars. When any tourist is planning his trip, the speed of transportation to the



destination, the comfort of the trip, the cost, the possibility of carrying luggage (taking into account their weight), parking places, food conditions, noise level, vibration, taking into account such factors as rest and (night) sleeping processes, environmental and, of course, safety. The more positive factors, the more the value of the transport trip increases.

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