



REKREATION RESURLARNI BAHOLASH VA TURISTIK MARSHRUTLARNI XARITALASH: ILMIY-USLUBIY YONDASHUVLAR

RESPUBLIKA ILMIY-AMALIY KONFERENSIYA

18-aprel 2025-yil



Buxoro-2025

Uds: 258.228.415.447.35

KBK: 75.81

“Rekreatsion resurslarni baholash va turistik marshrutlarni xaritalash: ilmiy-uslubiy yondashuvlar”. Respublika ilmiy-amaliy konferensiyasi to’plami. 2025-yil 18-aprel: - Buxoro :

1. Qo`yidagi tarkibdan iborat dasturiy qo`mita

- | | | | |
|----|------------------|---|---|
| 1. | O.X. Xamidov | – | Buxoro davlat universiteti rektori, i.f.d., professor, rais; |
| 2. | K.A.Samiyev | – | Ilmiy ishlar va innovatsiyalar bo'yicha prorektor, f-m.f.d., professor, rais muovini; |
| 3. | D.Sh. Yavmutov | – | Yoshlar masalalari va ma'naviy-ma'rifiy ishlar bo'yicha Birinchi prorektor, i.f.d, professor, loyiha rahbari, a`zo; |
| 4. | B.N. Navruz-Zoda | – | Marketing va menejment kafedrası professori, i.f.d.,psofessor, a`zo; |
| 5. | N.S.Ibragimov | – | Turizm va mehmonxona xo`jaligi kafedrası mudiri, i.f.d., professor, a`zo; |
| 6. | A.J. Abdullayev | – | Iqtisodiyot kafedrası mudiri, i.f.d., professor,a`zo; |
| 7. | Sh.Sh.Boltayev | – | Yashil iqtisodiyot va agrobiznes kafedrası mudiri, i.f.f.d, a'zo; |
| 8. | J.R.Toxirov | – | Marketing va menejment kafedrası mudiri, i.f.f.d, a'zo; |
| 9. | Y.K.Sunnatov | – | Buxgalteriya hisobi va statistika kafedrası mudiri, i.f.f.d, a'zo; |

2. Qo`yidagi tarkibdan iborat tashkiliy qo`mita

- | | | | |
|-----|------------------|---|---|
| 1. | K.A.Samiyev | – | Ilmiy ishlar va innovatsiyalar bo'yicha prorektor, f-m.f.d., professor, rais; |
| 2. | D.Sh. Yavmutov | – | Yoshlar masalalari va ma'naviy-ma'rifiy ishlar bo'yicha Birinchi prorektor, i.f.d, professor, loyiha rahbari, rais muovini; |
| 3. | B.N. Navruz-Zoda | – | Marketing va menejment kafedrası professori, i.f.d.,psofessor, a`zo; |
| 4. | N.S.Ibragimov | – | Turizm va mehmonxona xo`jaligi kafedrası mudiri, i.f.d., professor, a`zo; |
| 5. | A.J. Abdullayev | – | Iqtisodiyot kafedrası mudiri, i.f.d., professor,a`zo; |
| 6. | Sh.Sh.Boltayev | – | Yashil iqtisodiyot va agrobiznes kafedrası mudiri, i.f.f.d, a'zo; |
| 7. | J.R.Toxirov | – | Marketing va menejment kafedrası mudiri, i.f.f.d, a'zo; |
| 8. | Y.K.Sunnatov | – | Buxgalteriya hisobi va statistika kafedrası mudiri, i.f.f.d, a'zo; |
| 9. | Z.S.Nurov | – | Iqtisodiyot kafedrası dotsenti, i.f.f.d, a'zo; |
| 10. | O.X.Azimov | – | Turizm va mehmonxona xo`jaligi kafedrası o`qituvchisi, a`zo; |
| 11. | M.S.Sayfullayeva | – | Turizm va mehmonxona xo`jaligi kafedrası o`qituvchisi, a`zo; |
| 12. | N.R.Omonova | – | Turizm va mehmonxona xo`jaligi kafedrası o`qituvchisi, a`zo; |

Mazkur to'plamga kiritilgan ilmiy ishlar va g'oyalar mazmuni, undagi statistik ma'lumotlar, sanalarning aniqligiga hamda tanqidiy fikr-mulohazalarga mualliflarning shaxsan o'zlari mas'uldirlar.

ISBN: 978-9910-743-12-2

innovatsiyalar, masalan, sun'iy intellektga asoslangan mijozlar xizmatlari yoki uglerodsiz transport tizimlari franchayzingning kelajakdagi rivojlanishiga yo'l ochadi. Shu bilan birga, mahalliy madaniyat va ehtiyojlarga moslashish franchayzing tarmoqlarining mijozlar bilan yanada chuqur aloqa o'rnatishiga yordam beradi. Franchayzing turizm xizmatlarini rivojlantirishda samarali model bo'lib, infratuzilma, branding va mijozlar tajribasini birlashtiruvchi kuch sifatida xizmat qiladi. Kelajakda uning barqarorlik va innovatsiyalar bilan integratsiyasi turizmning yanada jozibador va foydali soha bo'lib qolishini ta'minlaydi. O'quvchilarga ushbu imkoniyatlardan foydalanish va mahalliy xususiyatlarni hisobga olgan holda franchayzingni rivojlantirish bo'yicha harakat qilish tavsiya etiladi.

ADABIYOTLAR

1. RESPUBLIKASI, O. Z., TA'LIM, O. V. O. M., UNIVERSITETI, V. T. D. I., & XAMIDOV, I. XALQARO MARKETING.
2. Rasulovich, K. A., & Ruzijon, G. (2024). PROSPECTS FOR IMPROVING THE ACTIVITIES OF COMMERCIAL BANKS IN THE SECURITIES MARKET IN THE DEVELOPMENT OF THE COUNTRY'S ECONOMY. IMRAS, 7(5), 99-103.
3. Rasulovich, K. A., & Tuymuratovich, A. M. (2021). Efficiency of formation of franchise in small business development. Наука и образование сегодня, (9 (68)), 39-42.
4. Bakhromov, A., Juraeva, N., Nurfayzieva, M., Oppokkhonov, N., & Egamnazarov, K. (2023). Sun'iy intellektning turizm sohasida xizmat ko'rsatish sifatini oshirishdagi o'rni. Academic research in educational sciences, 4(6), 23-31.

APPLICATION OF INNOVATIVE TECHNOLOGIES TO IMPROVE THE QUALITY OF TRANSPORT SERVICES IN TOURISM

Akhmatova Mohigul Ergash qizi
Associate Professor of the Department of
Tourism and Hotel Management,
Doctor of Philosophy (PhD) in Economics

Tourism is one of the critical aspects of entrepreneurship, consistently attracting flows of foreign tourists. This, in turn, ensures the inflow of foreign currency essential for the country's economic stability. The primary goal of the state transport policy is to establish an efficient, safe, financially sustainable, and competitive transport system that meets the short- and long-term needs of the economy and society through coordinated and integrated approaches. In his Address to the Oliy Majlis on December 22, 2017, President of the Republic of Uzbekistan Shavkat Mirziyoyev stated "Currently, one of the most promising sectors that brings high revenue to the national economy is tourism. Special attention is being paid to the development of pilgrimage tourism, ecological, educational, ethnographic, gastronomic tourism, and other branches of this sector by actively attracting global brands. Uzbekistan is a country with vast potential in tourism. Our country has more than 7,300 cultural heritage sites, some of which are included in the UNESCO list. At the same time, by utilizing the unique nature and beautiful recreational zones of our country, many new tourist destinations can be established. In this regard, taking into account the wide opportunities offered by public-private partnerships, we must ensure the development of this sector...". The provision of transport services acts as a unique catalyst for the socio-economic development of a country. It significantly impacts the growth of transport, communication, trade, construction, agriculture, consumer goods production, and other economic sectors.

Ensuring passenger safety is a fundamental concern in transport services. It includes adhering to the rules for using mobile equipment, ensuring that various services facilitating vehicle movement operate professionally and efficiently, ensuring passenger compliance with behavioral norms, and promoting the use of environmentally friendly modes of transport. In tourism, organizing transport services involves defining travel purposes, goals, and objectives and determining the duration of travel.

Tourism is inherently linked to mobility; without changes in location, tourism as a concept holds little significance. Tourist resources are tied to specific regions, and their popularity and utilization are determined by the transport accessibility of those regions.

Although transport systems, which connect various tourist destinations, hold a primary position in tourism, the interrelation between transport and tourism development remains inadequately studied. The growth of tourism and advancements in transport exert a profound mutual influence. For instance, the choice of transport mode and route by tourism service users plays a critical role in determining the destination. A well-organized transport system facilitates tourism development by enhancing its functional capabilities. Providing transport services acts as a catalyst for a country's socio-economic development. It significantly influences the advancement of transport, communication, trade, construction, agriculture, consumer goods production, and other sectors of the economy. The impact of transport services on tourism development is particularly noteworthy, as this indicator continues to grow over time. As a large intersectoral complex, transport shares similarities with tourism and can only achieve successful development through the efficient management of related sectors. Transport remains a crucial element in achieving interconnectivity between various regions and destinations. In tourism, transport services have a unique feature: they are utilized not only by tourists but also by ordinary citizens to address daily socio-economic issues, such as freight transport or commuting to work and other destinations.

Transport provision is a core element of tourism development. Historically, the growth of tourism has been closely associated with advancements in transport technologies. These advancements have gradually eased access between markets and destinations worldwide. The expansion of railroads, the increased ownership of automobiles, and the advent of air travel have played pivotal roles in this process. Today, issues related to transport services that travelers might have faced decades ago have largely been resolved, allowing seamless global travel. The global population is growing at an annual rate of approximately 83 million people, or 1.1% per year. According to United Nations forecasts, population growth is expected to continue, reaching an estimated 8.6 billion by the mid-2030s, 9.8 billion by the mid-2050s, and 11.2 billion by 2100. Such rapid population growth will inevitably lead to increased demand for transport services. Undoubtedly, the development of transport services supports the advancement of tourism by enabling access to previously unknown regions and facilitating faster and farther travel than ever before. From a transportation perspective, the evolution of tourism encompasses five distinct periods, four of which are associated with the emergence of new modes of transportation (Figure 1).

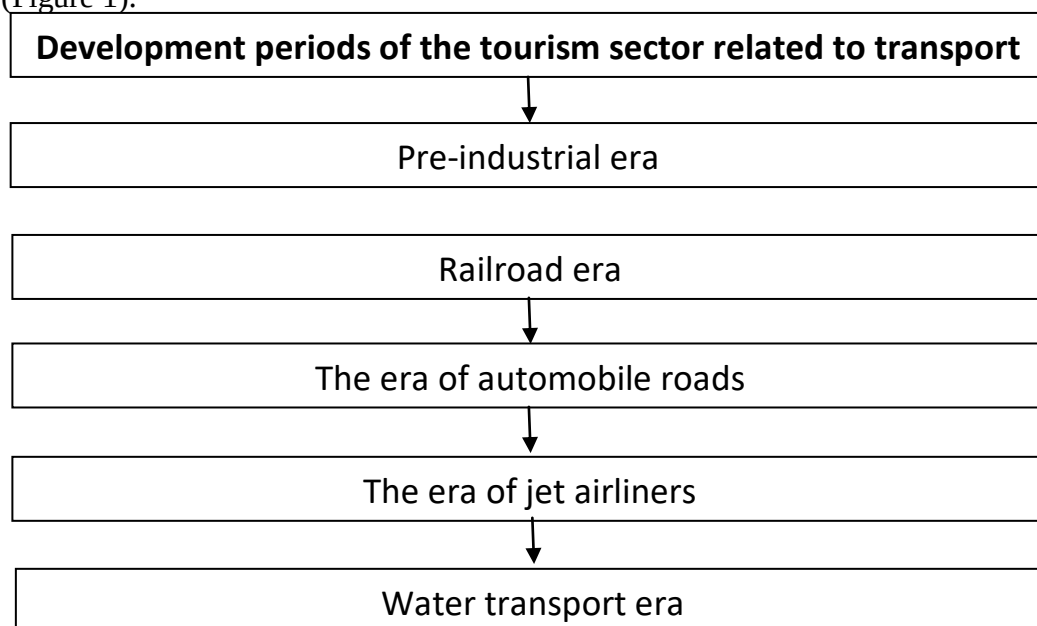


Figure 1. Sequential Development Phases of the Tourism Sector

Transport plays an unparalleled role in resolving social challenges, improving cultural and business trips, and fostering cultural exchanges domestically and internationally. The integration of transport systems ensures interconnectivity across various regions and enhances access to previously untapped tourist destinations.

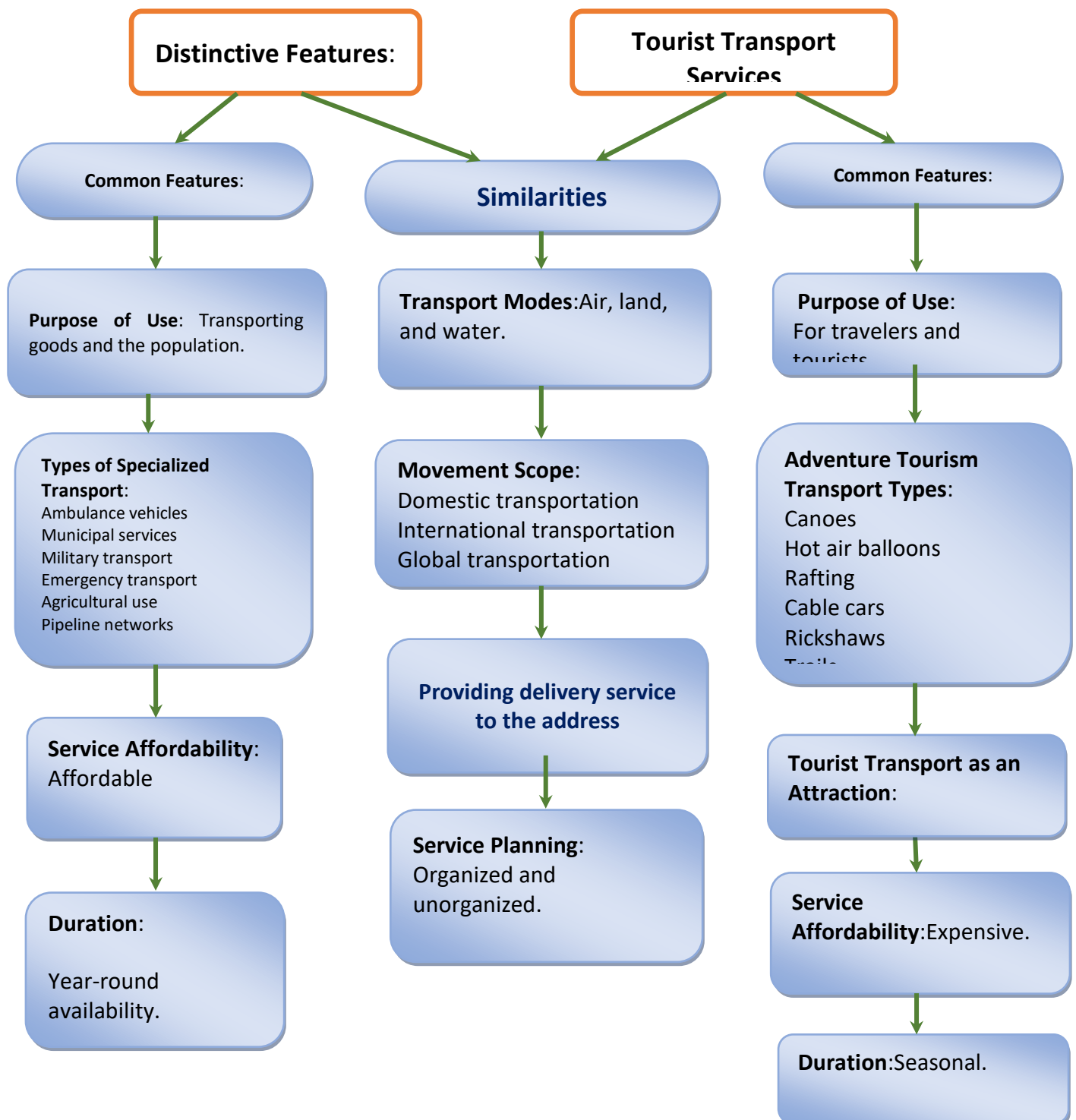


Figure 1.2. Characteristics of Transport Services in Tourism

Transport not only ensures the normal functioning of the economy but also enhances production efficiency, facilitates the consumption of products, and promotes the development of various sectors such as specialization and cooperation in production, trade, agriculture, and others. Recognized as a leading factor in tourism development, transport plays an irreplaceable role in addressing social

challenges, improving business, cultural, and tourist mobility, and fostering cultural exchange within and beyond national borders.

Transport ensures the growth of international economic relations by establishing mutually beneficial exchanges between different countries. Historically, the formation of transport systems in various nations has been influenced by their geographical location, natural resources, and often by climatic and landscape characteristics. Transport is emphasized as a leading driver of tourism development, addressing social issues, enhancing cultural and business travel, and promoting cultural exchange both within the country and internationally. Despite being considered a part of the general transport services, transport services utilized in tourism exhibit specific distinctive characteristics, as illustrated in Figure 1.2.

This has led to the development of transport and technical bases optimized for specific regional and national conditions. Transport services are considered the primary type of service in tourism. Transport services constitute a significant share of travel costs, accounting for 20% to 60% of total expenses depending on the duration and distance of the journey. Various types of transport are offered by tourism organizations to cater to tourists' travel needs. Transport services hold a unique position and significance within the service sector. Transport services refer to the effective activities of transport workers aimed at meeting the passenger and cargo transportation needs of individuals, labor collectives, regions, states, and societies through quality service delivery. As a large intersectoral complex, transport services share similarities with tourism and can achieve successful development only through the effective management of related sectors. According to the literature on tourism in developed countries, "Transport is a fundamental factor in tourism, enabling the movement of tourists from their places of origin to various destinations and facilitating internal mobility in tourism markets, regions, and destinations." The use of various transport modes by tourists in regions where local residents also rely on these services may result in extensive economic, environmental, social, and political challenges. While improving transport efficiency is vital for states, geographical factors can pose significant issues in providing transport services in tourism. Decision-makers responsible for ensuring tourist transport require various types of data to forecast future needs and enhance the competitiveness of transport providers. Such data, typically collected through marketing research, include:

- Demographic and socio-economic characteristics of travelers (age, gender, marital status, social status, income, and expenses);
- Regional geographical location and distribution affecting travel organization;
- Preference for convenient transport modes during travel;
- Forecasts for short- and long-term demand for transport;
- Government policies regarding tourist transport operations;
- Interactions affecting investment and infrastructure needs in tourist transport.

Innovation is an ongoing process as competitors constantly seek new products or services. Through innovation in specific processes or products, companies in the tourism sector can maintain their competitive edge. Another approach to sustaining this advantage is entering into strategic partnerships for collaboration.

The acknowledgment of modern tourism transitioning into a new scientifically grounded information era is widespread, and this shift significantly impacts transport provision. The digitization of the tourism industry has noticeably influenced sectors like transport and travel agencies. One clear indicator of this development is the establishment of online purchasing opportunities, enabling direct connections with large-scale suppliers. Innovations in information and communication technologies, satellite navigation, sensory devices, and 5G (fifth-generation cellular networks) have started to emerge. The widespread adoption of autonomous transport systems is expected to drastically alter costs, improve productivity, and make ownership and use more accessible for travelers. The creation of self-driving vehicles equipped with sensors, cameras, radar, and artificial intelligence for safe, driverless movement was envisioned and is being implemented step by step. Studies indicate that

autonomous vehicles significantly enhance road capacity and traveler safety. In some cities and countries, transport modes are considered tourist attractions and symbols of the area. Examples include London's iconic red double-decker buses, New York's yellow taxis, Male's jeeps, Colombo's tuk-tuks, Bombay's cycle rickshaws, Tokyo's high-speed trains, and Moscow's metro system. Driverless systems are widely used in the metros of Paris, Hong Kong, Milan, and Rome. Integrated automation systems in transport allow operation without a driver by managing starting, stopping, speed adjustment, platform door operations, and detecting obstacles and emergencies.

The development of transport services plays a pivotal role in the growth and advancement of tourism, acting as both a driver and an enabler of socio-economic progress. Efficient, safe, and innovative transport systems facilitate the accessibility of tourist destinations, cater to the evolving needs of travelers, and contribute to national economic stability through enhanced international exchanges. Historical advancements in transport technologies—such as railroads, automobiles, and air travel—have progressively redefined tourism's reach and accessibility. Today, digitization and the adoption of autonomous transport systems signify a new era, reducing costs, increasing efficiency, and enhancing traveler safety. As population growth fuels demand for transport services, these systems will become even more vital for meeting short- and long-term needs. Transport also acts as a cultural bridge, exemplified by iconic transport modes like London's double-decker buses or Tokyo's high-speed trains. It connects regions, fosters international cooperation, and ensures the development of untapped tourist destinations. Moreover, transport services align closely with tourism by addressing shared socio-economic challenges and advancing sustainability goals through environmentally friendly innovations. In Uzbekistan, President Shavkat Mirziyoyev's emphasis on tourism and transport policies highlights the sector's potential as a significant revenue source and cultural beacon. By leveraging public-private partnerships and innovations, the nation is poised to transform its rich heritage and natural beauty into globally accessible destinations, further solidifying the symbiotic relationship between transport services and tourism.

REFERENCES

1. United Nations, Department of Economic and Social Affairs, Population Division. World Population Prospects 2017–Data Booklet (ST/ESA/SER. A/401). – 2017.
2. Crisp N., Iro E. Nursing Now campaign: raising the status of nurses //The lancet. – 2018. – T. 391. – №. 10124. – С. 920-921.
3. Уокер Дж. Р. Введение в гостеприимство: учебник, пер. с англ. - М.: ЮНИТИ, 1999. – С.463.
4. <https://buklib.net/books/28043/>
5. Weaver D. B., Lawton L. Tourism management. – John Wiley & Sons Australia, Ltd, 2014.- 70p
6. Папирян Г.А. Международные экономические отношения: Экономика туризма / Г.А. Папирян. - М.: Финансы и статистика, 2000. – 208с.
7. Kamilova F.K, Kamilov Z. K., Xalqaro turizm bozori. Darsik / T.: TDIU, 2011 y. – B.28.
8. Sinclair, M.T. and Stabler, M. The Economics of Tourism, London: Routledge, 1997.
9. Axmatova M. BUXORO VILOYATIDAGI DIQQATGA SAZOVOR JOYLARGA TRANSPORT XIZMATLARI VA HARAKATCHANLIGI TAHLILI //ЦЕНТР НАУЧНЫХ ПУБЛИКАЦИЙ (buxdu. uz). – 2023. – Т. 37. – №. 37.
10. Axmatova M. TURIZMDA TRANSPORT XIZMATLARINI OPTIMALLASHTIRISH CHORA TADBIRLARI //ЦЕНТР НАУЧНЫХ ПУБЛИКАЦИЙ (buxdu. uz). – 2021. – Т. 8. – №. 8.
11. Axmatova M. Turizm va transport xizmatlarining bir-biri bilan uzviy bog'liqligi //ЦЕНТР НАУЧНЫХ ПУБЛИКАЦИЙ (buxdu. uz). – 2021. – Т. 8. – №. 8.
12. Axmatova M. TURISTIK TRANSPORT XIZMATLARINI TAKOMILLASHTIRISH STRATEGIYASINI ANIQLASH //ЦЕНТР НАУЧНЫХ ПУБЛИКАЦИЙ (buxdu. uz). – 2023. – Т. 36. – №. 36.

13. Axmatova M. Анализ транспортных услуг и мобильности к достопримечательностям Бухарской области //ЦЕНТР НАУЧНЫХ ПУБЛИКАЦИЙ (buxdu. uz). – 2023. – Т. 37. – №. 37.
14. Axmatova M. INTERNATIONAL CONNECTION OF TOURISM AND TRANSPORT SERVICES //ЦЕНТР НАУЧНЫХ ПУБЛИКАЦИЙ (buxdu. uz). – 2023. – Т. 37. – №. 37.
15. Axmatova M. TURIZMDA TRANSPORT XIZMATLARI BILAN BOG ‘LIQ MUAMMOLAR VA ULARGA INNOVATSION YECHIMLARI //DIGITAL TRANSFORMATION AND ARTIFICIAL INTELLIGENCE. – 2023. – Т. 1. – №. 4. – С. 58-65.
16. Axmatova M. SAYYOHLAR TAJRIBASINI OSHIRISHDA INNOVATSION TEXNOLOGIYANING ROLI //DIGITAL TRANSFORMATION AND ARTIFICIAL INTELLIGENCE. – 2024. – Т. 2. – №. 6.
17. Axmatova M. TRANSPORT XIZMATLARINI TASHKIL ETISHNING MOHIYATI VA UNING TURIZMDAGI AHAMIYATI //ЦЕНТР НАУЧНЫХ ПУБЛИКАЦИЙ (buxdu. uz). – 2024. – Т. 49. – №. 49.

MAHSULOT (ISH, XIZMAT)LARNI SOTISH TAHLILINI TAKOMILLASHTIRISH YO‘LLARI

Abdullayev Abror Bozarboyevich

Toshkent davlat iqtisodiyot universiteti
“Moliyaviy tahlil” kafedrası dotsenti PhD.

Annotatsiya: Jahondagi keskin vaziyat, raqobat muhiti, innovatsion-texnologik taraqqiyot xo‘jalik yurituvchi subyektlarida mahsulot (ish, xizmat)lar sotishni samarali tashkil etish va boshqarishni talab qilmoqda. Mazkur masalada O‘zbekistonning Jahon savdo tashkilotiga a‘zoliciga erishishni jadallashtirish bo‘yicha amaliy choralar ko‘rilmoqda. Soliq, bojxona va byudjet siyosatini Jahon savdo tashkiloti talablariga uyg‘unlashtirish masalalariga e‘tibor qaratilmoqda. Davlat va korporativ xaridlarni samarali tashkil etish orqali byudjet mablag‘larini iqtisod qilishga, mahalliy ishlab chiqaruvchilar uchun raqobatbardosh bozorni ta‘minlashga e‘tibor qaratilgan holda tegishli qonun, qonunosti xujjatlar ishlab chiqilmoqda. Amaldagi qonun va qonunosti xujjatlarida belgilangan vazifalar ijrosi bevosita xo‘jalik yurituvchi subyektlarda tovarlar etkazib berish tizimini yanada isloh qilish, innovatsion texnologiyalar va ilg‘or xorij tajribalarini joriy etish orqali mahsulot (ish, xizmat)larni sotish samaradorligini oshirishning dolzarbligini belgilaydi.

Kalit so‘zlar: raqobat; innovatsiya; sotish; samara; soliq; bojxona; budjet; siyosat; Davlat xaridi; bozor; tovar; tahlil.

Kirish. Mamlakatda ijtimoiy, iqtisodiy islohotlarni yanada chuqurlashtirish va erkinlashtirish borasida “O‘zbekiston — 2030” strategiyasi ishlab chiqilgan bo‘lib, unda belgilangan vazifalarning samarali ijrosi bilan Respublikada demokratik hamda bozor islohotlarini amalga oshirish, jahon hamjamiyatiga keng integratsiyalashuviga erishiladi. Xususan, biznes va investitsiya muhitini yaxshilash, eksportni oshirish maqsadida,

tashqi savdo operatsiyalari bo‘yicha o‘zaro hisob-kitob va tovar ayirboshlash tizimini yaxshilash;

O‘zbekistonning Jahon savdo tashkilotiga a‘zoliciga erishishni jadallashtirish;

tovarlarning (ishlarning, xizmatlarning) elektron savdosini amalga oshiruvchilar uchun foyda solig‘ini 10 foiz (amalda 7,5 foiz) va aylanmadan olinadigan soliq 3 foiz (amalda 2 foiz) stavkada belgilanmoqda [1].

MUNDARIJA

	KIRISH	3
	1-SHO‘BA. REKREATSION GEOGRAFIYA VA TURIZM SOHASIDAGI NAZARIY-METODOLOGIK MASALALAR	
<i>O.X.Xamidov</i>	BUXORODA TURIZM SALOHİYATI VA IMKONIYATLARI	4
Д. Ш. Явмутов	ВОЗМОЖНОСТИ ДИВЕРСИФИКАЦИИ ЭКОТУРИЗМА НА ОСНОВЕ ПРИРОДНО-ГЕОГРАФИЧЕСКИХ РЕСУРСОВ БУХАРСКОЙ ОБЛАСТИ.....	5
A.T. Juraev, N.R. Omonova	EXPLORING THE POWER OF EVENT AND RECREATION TOURISM: TRENDS, IMPACTS, AND FUTURE DIRECTIONS.....	9
Г.Р. Хидирова	ЎЗБЕКИСТОНДА ТАРИХИЙ-МАДАНИЙ МЕРОС ВА ЭКОТУРИЗМНИНГ РИВОЖЛАНИШ ИСТИҚБОЛЛАРИ.....	13
Хамраев X.P.	О ВОЗМОЖНОСТЯХ СОЗДАНИЯ ТЕМАТИЧЕСКОГО ПАРКА «АВИЦЕНА» В БУХАРЕ.....	16
Alimova Shaxnoza Oktyamovna	INTEGRATSIYALASH ORQALI WELLNESS TURIZMINI RIVOJLANTIRISH ISTIQBOLLARI (ISPANIYA DAVLATI MISOLIDA).....	21
Madina Sayfullayeva Sirojiddinovna	THE ECONOMIC ADVANTAGES OF LOCAL RECREATIONAL TOURISM IN BUKHARA.....	25
Bo‘stonova Zilola Bo‘ston qizi.	TARIXIY-MADANIY TURIZMNING AHAMIYATI (BUXORO VILOYATI MISOLIDA).....	29
Khalimova Nigina Jafarbekovna, Likov Samuil, Xoshimov	PROMISING DIRECTIONS FOR ACHIEVING SUSTAINABLE DEVELOPMENT GOALS AND DEVELOPING A GREEN ECONOMY IN UZBEKISTAN.....	32

Faroxiddin, Aliuseynov Imron Qodirova Nozima Rasulovna, Qodirova Dilnoza Rasul qizi	TURIZM SOHASINI RIVOJLANTIRISHDA ZAMONAVIY MARKETINGNI QO'LLASHNING AHAMIYATI VA DOLZARBLIGI.....	35
Aslanov Abdullo Xojimurodovich	SUN'IY INTELLEKT YORDAMIDA TURIZMDA INVESTITSION JOZIBADORLIKNI OSHIRISH IMKONIYATLARI.....	39
Nilufar Axrorova Uktamovna	MARKAZIY OSIYO MAMLAKATLARIDA TALABALAR TURIZMIGA TA'SIR ETUVCHI IQTISODIY KO'RSATKICHLAR TAHLILI.....	42
Azimov Olimjon Orifovich	HUDUDLARDA INVESTITSION JOZIBADORLIKNI OSHIRISHDA TURIZM SOHASI: INSTITUTIONAL ISLOHOTLAR VA XORIJIY TAJRIBALAR.....	46
Jumaniyazova Ozodaxon Zaripboy qizi, Xamroyev Xalim Rozikovich	MADANIY-TARIXIY TURIZMNING RIVOJLANISH TENDENSIYALARI (GERMANIYA DAVLATI MISOLIDA)	52
UMIROV JASURBEK TEMIRQULIYEVICH	XALQARO TURIZMDA MADANIYATLAR XILMA-XILLIGI, QADRIYATLAR MASALALARI.....	57
Isoyeva Madina Nu'mon qizi	BUXORO VOHASI REKREATSIYA RESURLARI VA ULARDAN FOYDALANISHNING GEOGRAFIK ASOSLARI.....	59
Ruziyeva Gulinoz Fatillovna	MILLIY HUNARMANDCHILIKNI DIVERSIFIKATSIYALASH ORQALI ISTE'MOLCHILARGA XIZMAT KO'RSATISH SAMARADORLIGINI OSHIRISH YO'LLARI.....	63
2-SHO'BA. GIS TEXNOLOGIYALARI VA RAQAMLI KARTOGRAFIYA: TURISTIK XARITALASHDAGI INNOVATSIYALAR		
С.С.Давлатов	ИННОВАЦИИ В ТУРИЗМЕ НА ОСНОВЕ ЦИФРОВОЙ КАРТОГРАФИИ.....	68
Yokubjonova Xulkarbonu Yokubovna	INTERNATIONAL COOPERATION FOR THE DEVELOPMENT OF GREEN HOSPITALITY IN UZBEKISTAN (GIZ): the importance of preliminary seminar-training in the Fergana valley	72
Хамраев Х.Р.	О ВОЗМОЖНОСТЯХ СОЗДАНИЯ ТЕМАТИЧЕСКОГО ПАРКА «АВИЦЕНА» В БУХАРЕ.....	77
Qilichov Muhriddin	BUXORO SHAHRI MADANIY MEROS OBYEKTLARIDAN TURIZMDA BARQAROR FOYDALANISH IMKONIYATLARI TAHLILI: GIS ASOSIDA.....	82
Yoriyeva Dilafruz Oltinova	BUXORO VILOYATIDA JOYLASHTIRISH VOSITALARI FAOLIYATI SAMARADORLIGINI IFODALOVCHI KO'RSATKICHLAR TAHLILI.....	88
Salimova Sarvinoz Fazliddin qizi	ZAMONAVIY RAQAMLI TEXNOLOGIYALARNING TURISTIK MARSHRUTLARNI ISHLAB CHIQISHDAGI AHAMIYATI.....	92
Ismailova Sitora orkulovna	ELLA MAILARTNING "TURKISTAN SOLO" ASARIDAGI MARSHRUTINI INTERAKTIV XARITAGA KIRITISHNING ILMIY VA AMALIY AHAMIYATI.....	95
3-SHO'BA. TARIXIY-MADANIY MEROS VA EKOTURIZMNING RIVOJLANISH ISTIQBOLLARI		
Abror Juraev	EXPLORING RECREATIONAL AND ECO-TOURISM PREFERENCES IN BUKHARA REGION: A SURVEY-BASED STUDY.....	99
Yuldosheva Bibirajab Mirjonova	HISTORICAL FOUNDATIONS AND PROSPECTS OF INTEGRATING BUKHARA REGION'S CULTURAL AND ETHNOGRAPHIC HERITAGE INTO CONTEMPORARY TOURISM	

	SYSTEMS.....	102
Raupov G'ayrat Soyibovich	MADANIY MEROS OBYEKTARIDA TURIZM XIZMATLARINI DIVERSIFIKATSIYALASH JARAYONINING KONSEPTUAL MODELI.....	107
Mamaraimova Zaxro Axmat qizi	MUQADDAS SHAHAR MEROSINING GLOBAL E'TIROFI.....	109
Qilichov Muhridin	BUXORO SHAHRI MADANIY MEROS OBYEKTARIDAN TURIZMDA BARQAROR FOYDALANISH IMKONIYATLARI TAHLILI: GIS ASOSIDA.....	113
4-SHO'BA. TURIZM INFRAUZILMASI, MARKETING VA IQTISODIY SAMARADORLIK		
Dilshod Shoimardonqulovich Yavmutov	THE FORMATION OF ECOTOURISM INFRASTRUCTURE AND ITS ROLE IN REGIONAL ECONOMIC DEVELOPMENT: THE CASE OF BUKHARA REGION.....	120
Abror Turobovich Jurayev, Nutfillo Salimovich Ibragimov, Istamxo'ja Olimovich Davronov	NOGIRONLIGI BO'LGAN SHAXSLAR UCHUN BUXORO MEHMONXONALARIDA YARATILGAN SHART-SHAROITLAR TAHLILI.....	124
Abror Turobovich Jurayev, Nutfillo Salimovich Ibragimov, Kamol Yuldashev Sharifovich	JISMONIY IMKONIYATI CHEKLANGAN SHAXSLAR UCHUN OVQATLANISH MASKANLARIDA YARATILGAN SHART- SHAROITLAR TAHLILI (BUXORO MISOLIDA)	128
Xodjayev Anvar Rasulovich	FRANCHAYZING ORQALI TURIZM XIZMATLARINI RIVOJLANTIRISH: INFRAUZILMA, BRENDING VA MIJOZLAR TAJRIBASI.....	132
Akhmatova Mohigul Ergash qizi	APPLICATION OF INNOVATIVE TECHNOLOGIES TO IMPROVE THE QUALITY OF TRANSPORT SERVICES IN TOURISM.....	137
Abdullayev Abror Bozarboyevich	MAHSULOT (ISH, XIZMAT)LARNI SOTISH TAHLILINI TAKOMILLASHTIRISH YO'LLARI.....	142
Shoyimardonqulova Shahlo Dilshodovna	THE DEVELOPMENT OF TOURISM INFRASTRUCTURE IN THE BUKHARA REGION AND ITS IMPACT ON REGIONAL ECONOMIC EFFICIENCY.....	146
Gulmira Shavkatovna Isokova	MICE TURIZMNI RIVOJLANTIRISHDA O'ZBEKISTONDAGI TURIZM INFRAUZILMASINING ROLI: ZAMONAVIY MEHMONXONA, KONGRESS VA TRANSPORT-LOGISTIKA XIZMATLARINI TAKOMILLASHTIRISH YO'NALISHLARI.....	149
Kurbanova Mohinur Khabib kizi	ZIYARAT TOURISM IN THE DIGITAL AGE: TRANSFORMATIONS, STATISTICS, FUTURE PROSPECTS.....	155
Bo'stonova Zilola Bo'ston qizi	TARIXIY-MADANIY TURIZMNING AHAMIYATI (BUXORO VILOYATI MISOLIDA)	163
Qulliyev Oxunjon Anvar o'g'li	KORXONALARDA EKSPORT SALOHİYATINI OSHIRISHDA INNOVATION MARKETING TEXNOLOGIYALARIDAN SAMARALI FOYDALANISH.....	166

**REKREATSION RESURSLARNI BAHOLASH
VA TURISTIK MARSHRUTLARNI XARITALASH:
ILMIY-USLUBIY YONDASHUVLAR**

**RESPUBLIKA ILMIY-AMALIY
KONFERENSIYA**

Original-maketdan bosishga ruxsat etildi: 27.05.2025. Bichimi 60x84.
Kegli 16 shponli. «Times New Roman» garn. Ofset bosma usulida bosildi.
Ofset bosma qog‘ozi. Bosma tobog‘i 12,0. Adadi 100. Buyurtma №064.

Fan ziyosi nashriyotida ro‘yxatdan o‘tkazildi.
“Dunyo Poligraf Plyus” x/k bosmaxonasida chop etildi.

Buxoro shahri Mustaqillik ko‘chasi, 21/1-uy.
Tel.: (91) 416-50-09

.