



PANDEMIYADAN KEYINGI DAVRDA TURIZMNI BARQAROR RIVOJLANTIRISHNING ISTIQBOLLI YO'NALISHLARI

Respublika ilmiy-amaliy anjumani

MATERIALLARI



5-6 oktabr

Buxoro – 2021

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

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materiallari
2021 yil 5-6 oktabr**

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

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

**“Durdona” nashriyoti
Buxoro – 2021**

Dasturiy qo'mita: i.f.d., prof. O.X. Xamidov, i.f.d., dots. O.S. Qahhorov, i.f.n., dots. D.Sh.Yavmutov, i.f.d., prof. B.N.Navro'z-Zoda, i.f.n. H.R.Hamroyev, i.f.f.d., Z.S. Nurov, i.f.n., dots. N.S.Ibragimov, i.f.f.d. A.J. Abdulloyev, i.f.n., S.U. Tadjiyeva, i.f.n. S.S. Ro'ziyev D.B. O'roqova.

Tahrir hay'ati: i.f.d., dots. O.S. Qahhorov, i.f.n., dots. D. Sh. Yavmutov, O'.U. Rashidov, G.T.Zaripov, i.f.f.d. Z.S. Nurov, i.f.n., dots N.S.Ibragimov, E.A.Farmanov, I.O.Davronov, O.O.Radjabov, K.Sh.Yuldashev, D.B.O'roqova.

O'zbekiston Respublikasi Vazirlar Mahkamasining 2021 yil 2 martdagi 78-F-sonli farmoyishiga asosan Buxoro davlat universitetida 2021 yil 5-6 oktabr kuni "Pandemiyadan keyingi davrda turizmni barqaror rivojlantirishning istiqbolli yo'nalishlari" mavzusidagi Respublika ilmiy-amaliy anjumani tashkil etilgan, tezislari to'plami tayyorlangan va nashr etilgan.

To'plam i.f.n. Ibragimov N.S. umumiy tahriri ostida chop etildi.

To'plam Buxoro davlat universiteti ilmiy-texnik kengashi tomonidan chop etishga tavsiya etilgan.

Mazkur to'plamga kiritilgan maqolalar va ma'ruza tezislarning mazmuni, undagi statistik ma'lumotlar, sanalarning to'g'riligiga hamda tanqidiy fikr-mulohazalarga mualliflarning shaxsan o'zlari mas'uldir.

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

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

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

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

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

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

- low number of hosts

- religion

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

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

THE ROLE OF INFLUENCERS ON THE DEVELOPMENT OF TOURISM IN UZBEKISTAN

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

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

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

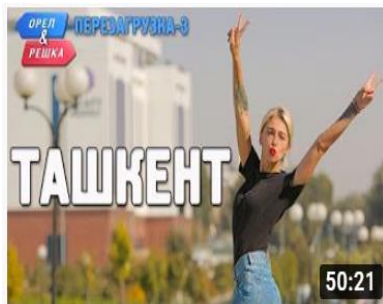
⁴⁹ <https://about.couchsurfing.com/about/about-us/>

travel notes about Uzbekistan in newspapers and magazines (15.8%), television documentaries films and news programs (14.7%).

Visitors are most have an interest in shopping in Uzbekistan, as well as visiting museums and galleries, walks / hikes, tours and walking historical tours. Visitors from Central Asia most showed greater interest in conducting shopping in Uzbekistan (39.7%). Main the same part of visitors from Europe (77.5%) and Asia-Pacific (72.2%) noted as a tourist activity during the stay in Uzbekistan visiting museums and galleries. Unanimous opinion (93.4%) regarding attitude to Uzbekistan tourists have such that the Uzbek people was very welcoming.



6.4M views 1 year ago
[Street Food in Uzbekistan - 1,500 KG. of RICE PLOV \(Pilau\) + Market Tour in Tashkent!](#)
[Mark Wiens](#) (5.91M subscribers)



4M views 1 year ago
[Ташкент. Орёл и Решка. Перегрузка-3 \(Russian, English subtitles\)](#)
[Орел и Решка](#) (2.81M subscribers)



3.1M views 1 year ago
[Uzbekistan/Khiva-Day trip to Urgench Part 5](#)
[Nurettin Yilmaz](#) (164K subscribers)



2.7M views 1 year ago
[Death by Meat! Street Food in Tashkent, Uzbekistan! Best Ever Food Review Show](#)
 (4.6M subscribers)



2.4M views 1 year ago
[Ultra-Tender TANDOORI LAMB!! | Food Tour + Attractions in Bukhara - Silk Road Uzbekistan!](#)
[Mark Wiens](#) (5.91M subscribers)



2.3M views 4 m ago
[Aladdin Meets Parkour in Real Life - Uzbekistan](#)
[devinsupertramp](#) (5.82M subscribers)



1.9M views 7 years ago
[Uzbekistan Khiva Bazaar mamorukida](#) (7.72 K subscribers)



1.7M views 1 year ago
[Heart Attack on a Plate! Next Level Street Food in Samarkand, Uzbekistan!](#)
[Best Ever Food Review Show](#)
 (4.6M subscribers)



1.1M views 1 year ago
[Amazing Uzbek Food in Samarkand - GIANT 21 METER Kebab Grill + Ancient Uzbekistan!](#)
[Mark Wiens](#) (5.91M subscribers)

Picture 1. Analyse of most viewed contents on youtube.com devoted to Uzbekistan.

(Source: youtube.com)

Positive impressions from Uzbekistan also affect visitor re-visit regarding return in Uzbekistan. So, the bulk tourists (82.1%) indicated that they intend to visit Uzbekistan again. Big part (54.3%) intend to visit the country within 1 year. Another 19.4% - between 1 year to 3 years. The rest is in more long terms. In turn, 57.8% of tourists indicated that the information received on the tourist websites, had no effect on making a decision to visit Uzbekistan. Similarly, information obtained on Uzbek government website Uzbekistan, for example, www.uzbekistan.travel (55.3%), sightseeing guides (53.1%), travel agency brochures (51.8%) also did not affect in this context.

The most viewed content about Uzbekistan on youtube.com belongs Mark Wiens from Indonesia visited country in 2019. His movie seen about 6,4 mln times and his other 2 movies also got 2,4 mln and 1,1 mln views. His videos devoted mainly to gastronomic aspects of our country (palov, somsa and etc.).

Second most viewed movie is the next travel of Orel I Reshka to Uzbekistan, approximately 4 mln views. There are just 9 movies got more than 1 mln views, following contents also give a good impression about our country:

- 764K views 9 months ago [Uzbekistan 8K HDR 60p-\(Jacob + Katie Schwarz](#) (482K subscribers))
- 650K views 2 years ago [Travel To Uzbekistan | History And Documentary About Uzbekistan In Urdu & Hindi | \(Jani TV](#) (935K subscribers))
- 629K views 2 years ago- [Cheapest Country in the World? \(Uzbekistan\)](#) (Drew Binsky (1.56M subscribers))
- 469K views 3 years ago-[uz Uzbekistan: a travel documentary](#) (Guglielmo Bion (11.1K subscribers))
- 378K views 1 year ago-[Uzbekistan - Why You Should Visit Now & Tashkent Travel Guide](#) ([vagabrothers](#) (1.01M subscribers))
- 216K views 2 years ago-[Uzbekistan \(Asia\) Vacation Travel Video Guide](#) ([Expoza Travel](#) (204K subscribers))

As you see the most viewed contents about our country were made focused on gastronomic aspects and the second important factor is the authors of videos. In the future Tourism committee gives more attention to this field and tries make more enjoyable videos which can attract more foreign visitors.

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ПЕРСПЕКТИВНЫЕ НАПРАВЛЕНИЯ ЦИФРОВОГО ТУРИЗМА В ПОСТПАНДЕМИЧЕСКИЙ ПЕРИОД

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Цифровой туризм представляет собой оцифровку индустрии туризма, ведущую к увеличению конкурентоспособности и глобальное расширение туристических агентств. Прием электронной коммерции в индустрии туризма настолько велика, что структура отрасли и то, как она работает, постоянно меняется. Интернет используется не только для получения информации, но и как способ командных служб. Пользователи становятся собственными турагентами и создают свои собственные индивидуальные пакеты.

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“Садриддин Салим Бухорий” МЧЖ босмахонасида чоп этилди.
Ҳажми 168 бет. Формат А4. Адади 20 нусха. Буюртма 316. 2021.

Бухоро шаҳри. М.Иқбол кўчаси, 11.