



# KORXONALAR RAQOBATBARDOSHLIGINI OSHIRISHNING USTUVOR YO'NALISHLARI

xalqaro ilmiy-amaliy anjumani

## MATERIALLARI



2024 yil 15-iyun

**O‘ZBEKISTON RESPUBLIKASI OLIY TA’LIM, FAN VA INNOVATSIYALAR  
VAZIRLIGI**

**BUXORO DAVLAT UNIVERSITETI**

**“KORXONALAR RAQOBATBARDOSHLIGINI OSHIRISHNING  
USTUVOR YO‘NALISHLARI”**

**xalqaro ilmiy-amaliy anjumani materiallari to‘plami  
2024 yil 15-iyun**

**MINISTRY OF HIGHER EDUCATION, SCIENCE AND  
INNOVATION OF THE REPUBLIC OF UZBEKISTAN  
BUKHARA STATE UNIVERSITY**

**an international scientific-practical conference  
collection of abstracts**

**“PRIORITY DIRECTIONS FOR INCREASING THE  
COMPETITIVENESS OF ENTERPRISES”  
on June 15, 2024.**

**МИНИСТЕРСТВО ВЫСШЕГО ОБРАЗОВАНИЯ, НАУКИ И  
ИННОВАЦИЙ РЕСПУБЛИКИ УЗБЕКИСТАН**

**БУХАРСКИЙ ГОСУДАРСТВЕННЫЙ УНИВЕРСИТЕТ**

**сборник тезисов**

**международная научно-практическая конференция  
«ПРИОРИТЕТНЫЕ НАПРАВЛЕНИЯ ПОВЫШЕНИЯ  
КОНКУРЕНТОСПОСОБНОСТИ ПРЕДПРИЯТИЙ»**

**15 июнь 2024 года**

**“Durdona” nashriyoti  
Buxoro – 2024**

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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’uldirlar.

yaxshilash, natijada yangi turistlar va xalqaro mijozlar soni ortadi, natijada korxonalar raqobatbardoshligi oshadi.

7. Zamonaviy axborot texnologiyalardan foydalanish - bajariladigan tavsiyalar: Turistik korxonalarining operatsion jarayonlarini soddalar va samarali qilish uchun zamonaviy axborot texnologiyalaridan yuqori darajada foydalanish, mijozlar bilan tezkor aloqalarni avtomatlashtirish, mijozlarning buyurtmalari va bronirovkalarini avtomatlashtirish, xizmatlarni masofadan turib avtomatik ravishda tashkil etish va boshqarish, mijozlarga maxsus takliflar va chegirmalarni taqdim etish va tashkil etish.

O'zbekistonda infratuzilmaning rivojlanish darajasi chet ellik turistlarning ehtiyojlarini to'liq qondira olmayapti. Albatta milliy turizmni rivojlantirish uchun uni tartibga solish boshqarishning bozor mexanizmini yaxshilash kerak. Hozirda turizm bozori mexanizmi muayyan kamchiliklarga ega bo'lib, bu kamchiliklarni bartaraf etish uchun davlat tomonidan turizm sohasini tartibga solib borilishi zarur. Xulosa qilib aytadigan bo'lsak, O'zbekiston Respublikasida turizm sohasini xalqaro talablarga mos ravishda rivojlantirishda xususiy turistik korxonalarining faoliyat doirasini yanada kengaytirish va ularning samaradorligini oshirish borasida bir qator siljishlarga erishilmoqda. O'zbekistonda milliy turizmni rivojlantirish yo'llari mavjud. Har bir mintaqaga o'ziga xos xususiyatlariga ko'ra turistlarni jalb qila oladi. Davlatimizda turistik yarmarkalarni bo'lib o'tishi ham shundan dalolat beradi. Ayniqsa Toshkent, Samarqand, Xiva, Buxoro, Farg'ona vodiysi va boshqa regionlar o'z turistik mahsuloti bilan ajralib turadi. Milliy turizm o'zi bilan bog'liq sohalarni ham ijobiy tomonga rivojlanishiga olib keladi. Bunday rivojlanish kelajakda nafaqat davlat mavqeini, balki turistik bozorda davlatning o'z o'rnini topishiga va iqtisodiyotimizga katta turtki bo'la olishi g'oyasini o'z ichiga olgan. Umuman olganda, milliy turizm kelajakda mamlakatimizning eng yuqori daromadli tarmoqlaridan biriga aylanadi. Buning uchun mamlakatimizda barcha imkoniyatlar, siyosiy tinchlik va eng asosiysi, xalqimizning insonparvarligi va mehmondo'stligi nihoyatda muhim omil bo'lib xizmat qiladi.

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## **COMPETITIVE DIRECTIONS OF TOURIST ENTERPRISES IN IMPROVING THE QUALITY OF TRANSPORTATION SERVICES**

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Since ancient times, Uzbekistan has been famous as a country located on the Great Silk Road connecting the West and the East. Now, this ancient road is newly polished and connects countries to countries. Currently, the modernization and renewal of our country, the formation of a qualitatively new, modern structural structure of our economy, the comprehensive development of our regions are inextricably linked with the improvement of the transport and communication system.

From the first years of independence, the improvement of the transport and communication system of Uzbekistan was required to solve the problems left over from the old authoritarian system. These problems include ending the passage of railways in almost all regions of our republic through the territory of the neighboring country, as well as the construction of highways in the republic that meet the demands of the new world for visiting foreign and domestic tourists, as well as reconstruction of existing ones, aviation infrastructure consisted of improvement.

In order to solve the above-mentioned problems, the strategic directions of the reform of the transport system in tourism were determined and the work of creating a quality transport service system in the republic was started. The foundation was laid for the development of all sectors of the industry - railway, automobile, air transport. Urgent tasks in terms of competitiveness of tourist enterprises in improving the quality of transport services in Uzbekistan were determined.

Also, a number of presidential decrees and decisions were issued within the framework of the government, in particular, the President of the Republic of Uzbekistan No. PF-5611 dated January 5, 2019: in the state program of the Republic of Uzbekistan, which is presented in the concept "Development of the tourism industry in the Republic of Uzbekistan in 2019-2025" diverse and attractive and competitive tourist products in different seasons of the year, including through the creation of thematic tourist zones and clusters in the regions of the country, as well as promising types of tourism (pilgrimage, educational, ecological, ethnographic, gastronomic, sports, healing-health, rural, industry, business, etc.), development of new tourism programs, and PF-158 Decree of September 11, 2023 on the "Uzbekistan - 2030" strategy, including the "Digital Uzbekistan - 2030" strategy, these issues are "for 2022-2026 "Development strategy of the new Uzbekistan" and in the resolutions PQ-59 of February 16, 2023 "On measures to reform the public transport system" deepening integration into transport and logistics networks and increasing the potential of the national transport system, development of transport services in medium-sized and large cities and districts with a population of more than 300,000, introduction of information systems and software products in the automation of management, production and logistics processes in enterprises of the real economy sector in the field of transport, by June 1, 2024 in cities the introduction of a new network of bus routes, the gradual introduction of an automated payment system and an automated dispatch service, as well as implementing the mechanisms of using software modeling systems for the comprehensive development of the transport system. [1;2;3]

Improving the quality of transportation services is crucial for tourist enterprises seeking to enhance their competitiveness and attract more travelers. As the tourism industry becomes increasingly dynamic and customer expectations rise, it is essential for these enterprises to adopt innovative strategies and technologies. This involves focusing on several key areas such as leveraging advanced technology, providing exceptional customer service, maintaining a high-quality fleet, and creating seamless travel experiences. By addressing these competitive directions, tourist enterprises can offer superior service, ensure customer satisfaction, and establish a strong presence in the market.

At the end of the 20th century and the beginning of the 21st century, the transport services market became the third sector of the economy as an independent sector of the world services market. While the share of the world services market in GDP in developed countries is 60-80 percent, in our country this indicator is 30-40 percent, which shows a very low result compared to developed countries. However, in the "Uzbekistan - 2030" strategy, the rapid development of the services market, new services and Internet trade, transport, financial, communication and information, education and other services are considered as the main factors of expansion.

Svitlana Tymchuk, L. Neshchadym, D. Prebežac, C. Gimeno, N. from foreign scientists who comprehensively studied the concepts of services, competitiveness, transport service and the quality of transport services in improving the quality of transport services. Vila, Ekkapong Cheunkamon, Sajjakaj Jomnonkwao, V. Ratanavaraha and others have contributed significantly to the coverage of this topic.

The competitive landscape of tourist enterprises in improving transportation services is influenced by various factors. [4] emphasizes the importance of quality management and international standards in the tourism industry, particularly in the face of external challenges such as military aggression and pandemics. [5] highlights the role of air transport services in enhancing the overall quality of tourism offerings, with a focus on meeting passenger requirements. Gimeno (2007) underscores the need for differentiation and innovation in public transport services, particularly in tourism-receiving areas. Cheunkamon (2021) explores the impact of service quality in tourism logistics and supply chains on tourist loyalty, emphasizing the role of commitment, satisfaction, and trust. These studies collectively underscore the significance of quality management, meeting customer needs, and fostering loyalty in the competitive landscape of tourist transportation services.

Services are a fundamental part of our daily lives and underpin countless aspects of society and the economy. Services are necessary to meet the needs of society, solve problems and improve the quality of life, and include a wide range of activities from health care to education, banking, information and communication and transport. They are provided by individuals, legal entities and institutions, and offer a variety of services, such as medical advice, financial transactions or travel experiences.

Today, there are many classifications of services by international organizations, national institutions and foreign scientists. Of these, while the World Trade Organization envisages the division of all types of services into 12 sectors, based on the International Standard Industrial Classification of Economic Activities (ISIC) and the Statistical Classification of Economic Activities of the European Union (KDES/NACE), 160 services are divided into 12 major sectors. divided into groups. Similarly, the Uruguay Round develops a service classification scheme and includes 150 types of services in 12 main groups. Transportation services are one of the major industry sectors that are included in the 12 main groups listed above.

Based on the opinions of foreign scientists, several strategic directions for improving the quality of transport services for tourism enterprises aimed at increasing the level of competitiveness are presented above [8].

### **Strategic directions for improving the quality of transport services to increase the level of competitiveness of tourist enterprises**



**Leveraging Technology:** Adopting advanced technologies such as GPS tracking, real-time service updates, and mobile applications can improve service efficiency and customer satisfaction. Providing tourists with real-time information on vehicle locations, estimated arrival times, and service disruptions can greatly enhance the travel experience.

**Enhancing Customer Service:** Training staff to provide excellent customer service and ensuring a customer-centric approach can significantly improve service quality. Offering multilingual support, easily accessible help centers, and responsive customer service can make a significant difference for international tourists.

**Improving Fleet Quality:** Investing in modern, comfortable, and environmentally friendly vehicles can attract more tourists. Ensuring regular maintenance and cleanliness of the fleet is essential for providing a pleasant travel experience.

**Developing Integrated Transport Solutions:** Creating seamless connections between different modes of transport (e.g., buses, trains, ferries) can make travel more convenient. Integrated ticketing systems and coordination between services can reduce travel time and enhance the overall experience.

**Personalizing Services:** Offering personalized services based on customer preferences and travel history can increase satisfaction. This can include tailored tour packages, special offers, and customized itineraries.

**Ensuring Safety and Reliability:** Prioritizing safety through stringent maintenance protocols, regular safety checks, and well-trained drivers can enhance trust and reliability. Reliable schedules and punctuality are crucial for building a reputation for dependability.

**Sustainability Practices:** Implementing sustainable practices, such as using energy-efficient vehicles and reducing emissions, can attract eco-conscious travelers. Promoting these initiatives can also enhance the enterprise's brand image.

**Partnerships and Collaborations:** Forming partnerships with hotels, tourist attractions, and other travel-related services can provide a more comprehensive travel experience. Bundling services and offering package deals can be attractive to tourists.

**Feedback Mechanisms:** Establishing robust feedback mechanisms to gather and analyze customer feedback can help identify areas for improvement. Regularly updating services based on feedback can lead to continuous quality enhancement.

**Marketing and Branding:** Effective marketing strategies that highlight the quality and uniqueness of transportation services can attract more tourists. Building a strong brand through positive customer experiences and word-of-mouth referrals is essential.

By focusing on these competitive directions, tourist enterprises can significantly improve the quality of their transportation services, thereby enhancing their overall appeal and competitiveness in the market.

In conclusion, tourist enterprises can significantly enhance the quality of their transportation services and gain a competitive edge by leveraging technology, enhancing customer service, investing in fleet quality, and developing integrated transport solutions. Personalized services, prioritizing safety and reliability, implementing sustainability practices, forming strategic partnerships, establishing robust feedback mechanisms, and effective marketing are all critical strategies. By focusing on these areas, tourist enterprises can improve the travel experience, attract more customers, and build a strong, reputable brand in the market.

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## **НЕКОТОРЫЕ АСПЕКТЫ ФОРМИРОВАНИЯ НАЦИОНАЛЬНОГО БРЕНДА УЗБЕКИСТАНА**

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