

**ЎЗБЕКИСТОН РЕСПУБЛИКАСИ ОЛИЙ ВА ЎРТА МАХСУС ТАЪЛИМ ВАЗИРЛИГИ
БУХОРО ДАВЛАТ УНИВЕРСИТЕТИ
“СЕРВИС СОҲАСИ ИҚТИСОДИЁТИ” ВА “ТУРИЗМ ВА МЕҲМОНХОНА
ХЎЖАЛИГИ” КАФЕДРАЛАРИ**

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ҚАТОРИГА КИРИТИШ ИСТИҚБОЛЛАРИ: БАРҚАРОР
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ВОЗМОЖНОСТИ УСТОЙЧИВОГО РАЗВИТИЯ”**

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Мирсаидов А.Б. Азизов Ш. Комилов С.Д. Расулов Г.Р. Азизов Р.	Развитие туризма в Таджикистане	146
Muxamedov O.L. Juraxujayev D.D.	Jizzax viloyati ekoturistik imkoniyatlaridan foydalanishning o'ziga xos jihatlari	150
Исломова Р. А. Мамадалиева Н.А.	Экологик туризмнинг ўзига хос хусусиятлари ва унинг вилоят ижтимоий-иқтисодий ҳаётидаги аҳамияти	152
Ходжаева Д. Нуруллаева М.	«Туристическая деревня» - как фактор развития сельского туризма	154
Исломова Р.А.	Навоий вилоятида экологик туризмни ривожлантириш	156
Бердикулова М.Т.	Қашқадарёда туризм: ҳудудий иқтисодий ривожланиш ва истиқболли имкониятлар	158
Махмудов С. Х.	Гид таржимонлар тайёрлаш тизимини такомиллаштириш Самарқанд вилояти туристик салоҳиятидан фойдаланиш самарадорлигини оширишнинг муҳим йўналиши сифатида	160
Махмудов С.Х.	Самарқанд вилояти баъзи тарихий-маданий туристик объектларнинг молиявий-иқтисодий кўрсаткичлари таҳлили	161
Хидирова Г.Р.	Ўзбекистонда туристик минтақаларни ривожлантириш механизмлари	163
Mirzayeva A.Z.	Jizzax viloyati ekoturistik resurslaridan foydalanish yo'llari	166
4-ШҶБА. 4-СЕКЦИЯ. 4-SECTION.		
Khamidov O.X, Yakubjonova N.Yo.	Assessment of ecoturistic power of regions by method of ecotourism possibilities spectrum	170
Asatov L. Tadjieva S.U.	The role of marketing in the formation of the image of Bukhara destination	171
Фозилова Ф.К.	Этапы развития пищевой промышленности в мире и в Узбекистане	172
Ходжаева Д.	Agroturizm - ichki turizmni rivojlantirish istiqboli sifatida	175
Мухамаджанов Ш.С.	Проблемы создания и внедрения эффективного механизма корпоративного управления в условиях модернизации экономики Узбекистана	176
Mukhammadzhanov Sh.	Prerequisites of economic integration of Southeast Asia countries	178
Navruz-zoda L.B.	O'zbekiston Respublikasining tashqi va ichki imidjini shakllantirishda Buxoro erkin turistik hudud brendining roli	180
Asadova A.O.	O'zbekistonda turizmni barqaror rivojlantirishda xorijiy davlatlarning erkin turistik iqtisodiy zonalarni tashkil qilish tajribasini o'rganish	182
Рахматов Ю.Б. Қурбонова С.Ш.	Экотуризм: ютуқлар, муаммолар, истиқболлари	186
5-ШҶБА. 5-СЕКЦИЯ. 5-SECTION.		
Тухлиев И.С.	Рақамли технологиялар асосида маркетинг қарорларидан самарали фойдаланиш хусусиятлари	193
Ким Т.В.	Роль и значение маркетинговых исследований в повышении конкурентоспособности туристского рынка	195
Солиева Г.А.	Наманган вилоятида туризм соҳасини ривожлантиришда маркетинг стратегияларидан фойдаланиш	197
Аллаёров Р.А.	Туризмни ривожланишида ҳудудий маркетингни ўрни ва аҳамияти	199
Таирова М.М. Аминова Н.Б.	Роль логистики на рынке транспортировки и туристические услуги	202
Аллаёров Р.А.	Бренд ҳудудий туризм маҳсулотининг маркетинг стратегиясини шакллантириш механизми сифатида	204
Shukurov S. I.	Promoting national tourism programs via digital marketing outlets in Uzbekistan	206
Qodirova N.R. Qodirova D.R.	Yangi bozorlarni egallashda turizm marketingi strategiyasining ahamiyati	207
Xamitov M.X.	Turizm sohasida mehmondo'stlik industriyasi tushunchasi va uning o'ziga xos xususiyatlari	210
Мадияров Ғ. А. Гулямова Н. Г. Мадияров О. Ғ.	Фарғона водийсида туризмни ривожлантириш йўналишлари	213
Мўминов Х. И. Джўраев А.	Маркетинг фаолияти асосида туристлар сонини ошириш имкониятлари	215

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of economics, professor
ner Yakubjonova H.N.
ukhara State University

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The results of the study provide a basis for conducting environmental policy in the region, while providing sustainable business opportunities in ecotourism in the study area. The aim of this study is to determine the ecotourism potential of the region. Using the EIS method to study the potential of ecotourism in the study area, it will be possible to evaluate and analyze the data in terms of possibilities for an increase in ecotourism by focusing on 7 (seven) components. The main criteria are:

- 1) Attractions
- 2) infrastructure
- 3) interaction
- 4) usability
- 5) skill level and knowledge
- 6) mutual social relations
- 7) focused on management relations.

The importance of each of these factors depends on the conditions of the ecotourism region and territory, i.e. in this case the level of socio-economic development of the proposed area is directly related.

It is advisable to identify relatively potential attractions in the study area and then analyze them based on seven main criteria and 30 sub-criteria and scores on 9 identified ecotourism sites.

Assessing the potential of ecotourism using the EIS method

It is advisable to create a map based on the EIS table on 7 criteria. Through this map, high and medium potential levels of regions can be identified. Scores with very high = 4, high = 3, low = 2, and very low = 1 were given for the selected primary and other minor structural criteria. It is then advisable to calculate a small sum of all scores and classify them in tabular form.

Preparation of ecotourism manuals and construction of transport, health, drinking water, sewage and sewerage systems, as well as recreation infrastructure and, most importantly, raising the ecological culture of the local population, which is an important subject in the development of ecotourism, are among the priorities.

Thus, middle centers can instruct weak centers on how to work on their weaknesses. Medium centers need to be transformed into high-potential areas, and weak centers need to be worked on. The results obtained in this study are instructive for research to identify ecotourism, which is particularly important for protected areas, and this potential can be used to develop a sustainable form of tourism.

THE ROLE OF MARKETING IN THE FORMATION OF THE IMAGE OF BUKHARA DESTINATION

Asatov Lazizjon student of Bukhara State University,
Research advisor-Tadjieva S.U.

Marketing is an activity that aims to make a profit by meeting the needs of customers. This is a general definition that reflects the essence of any marketing activity - the ability to sell a product or service to a target audience.

Tourism - travel of the population to different places.

Tourism, like any other type of business, needs marketing activities. The main purpose of these activities is to increase the demand for certain tourist destinations and thus make a big profit.

There are many ways to increase the flow of tourists to the country. Some countries attract tourists with their remarkable historical sites, while others with their modern buildings, beautiful nature and wildlife, or places that were once very beautiful, destroyed by man or nature.

For example, 6.6 million tourists visited the 2016 Olympic Games in Brazil. The 2012 Olympics in the United Kingdom were attended by 470,000 people. This means that tourism is developing around the world.

Among the countries with the largest share of tourism in the country's income, the United States ranks first and Spain with income of 210,747 million, followed by France, Thailand and Britain with 67,964 million.

Due to Covid-19, tourism was hit hard and demand for it grew. This means that the market will soon be partially reorganized and new states with strong tourism will emerge. This will require a well-thought-out marketing policy.

The main tool of image marketing is communication activities that show the openness of the area to communication. They help regional marketing entities get to know the region better and understand what its advantages are. There are several strategies for working with the image of the region in the field of image marketing: positive image; poorly represented image; an overly traditional image; contrasting image; mixed picture; negative image; overly attractive image. There is no need to change the image of the first type of area, it needs to be strengthened, approved and distributed among a large number of target consumers. Such an image has cities such as St. Petersburg, Venice, Singapore. Areas where the image is poorly expressed are relatively unknown to the target audience. The reasons for this are small in size, lack of advertising and competitive advantages. An overly traditional image is an image based on associations over the centuries that can attract and at the same time bring back target groups. Cities have a contrasting image, they have many advantages, but at the same time there are associations with dirt, crime and congestion. The task of the area is to create a positive image. A mixed picture is a combination of the pros and cons of an unrelated area image. A common tool in image formation is to emphasize the positive features and hide the negative ones. There is a negative image in some cities where crime is rampant and the drug mafia is concentrated. Such cities are centers of civil and military action. There are a number of regions in the world that are facing the need to reduce the influx of tourists and new populations. One of the techniques is an increase in taxes, tariffs and duties.

Taking advantage of the current high demand for films, music and the like, Uzbekistan's cooperation with other experienced foreign partners, has created a number of spectators in the world of our country, which are worthy of world-renowned awards. The image of these places will increase and the demand for this tourist destination, is the flow of tourists, will increase. This will involve the private sector and the state.

ЭТАПЫ РАЗВИТИЯ ПИЩЕВОЙ ПРОМЫШЛЕННОСТИ В МИРЕ И В УЗБЕКИСТАНЕ

Ф. А. Я. Я. Я.
Ассистент кафедры "Макроэкономический анализ и прогнозирование"
Ташкентского государственного экономического университета

Пищевая промышленность изменилась и развивалась на протяжении истории человечества, чтобы удовлетворить потребности клиентов и поведение потребителей. Для этой цели характерна сложная система деятельности по поставке, потреблению и доставке продуктов питания по всему миру.

Продовольственные системы возникли на заре цивилизации, когда люди начали заниматься хозяйством, включая приручение животных, заложило основу для постоянного увеличения производства. Жители могли выращивать больше сельскохозяйственных культур и животных, чем необходимо, чтобы прокормить тех, кто за ними ухаживал. Это привело к возникновению человеческую культуру, в отличие от прежних охотников-собирателей, которым для выживания нужно было постоянно находиться в движении, чтобы найти новые источники пищи. Возделывание зерна позволяло сушить и хранить часть урожая для длительного использования. В каждой колыбели цивилизации возникли разные зерновые культуры для различных целей употребления. В каждой колыбели цивилизации возникли разные зерновые культуры. Например, кукуруза в Мексике, рис в Китае, пшеница и ячмень на Ближнем Востоке.