

ҚАЗАҚСТАН РЕСПУБЛИКАСЫ БІЛІМ ЖӘНЕ ҒЫЛЫМ МИНИСТРЛІГІ  
MINISTRY OF EDUCATION AND SCIENCE OF THE REPUBLIC OF KAZAKHSTAN

Л.Н.ГУМИЛЕВ АТЫНДАҒЫ ЕУАЗИЯ ҰЛТТЫҚ УНИВЕРСИТЕТІ  
L.N. GUMILYOV EURASIAN NATIONAL UNIVERSITY



**«ЗАМАНАУИ ЖАҒАНДЫҚ СЫН-ҚАТЕРЛЕР ЖАҒДАЙЫНДАҒЫ  
ЭКОНОМИКАЛЫҚ ЖҮЙЕЛЕРДІҢ ТҰРАҚТЫЛЫҒЫ»**  
атты халықаралық ғылыми-тәжірибелік конференциясының  
**ЕҢБЕКТЕР ЖИНАҒЫ**  
27 мамыр 2022 ж.

**СБОРНИК ТРУДОВ**  
международной научно-практической конференции  
**«УСТОЙЧИВОСТЬ ЭКОНОМИЧЕСКИХ СИСТЕМ В УСЛОВИЯХ  
ГЛОБАЛЬНЫХ ВЫЗОВОВ СОВРЕМЕННОСТИ»**  
27 мая 2022 г.

**PROCEEDINGS**  
International scientific and practical conference  
**«SUSTAINABILITY OF ECONOMIC SYSTEMS UNDER CONDITIONS OF  
MODERN GLOBAL CHALLENGES»**  
27 May 2022

Нұр-Сұлтан, Қазақстан  
Нур-Султан, Казахстан  
Nur-Sultan, Kazakhstan

УДК 330  
ББК 32  
3-21

**Редакционная коллегия:**

Заведующая кафедрой «Туризм» к.э.н., профессор Муталиева Л.М.  
Ответственная за НИР кафедры «Туризм» к.э.н., ассоциированный профессор Мусина К.П.  
К.э.н., доцент кафедры «Туризм» Акишева А.С.

**3-21**      **Заманауи жаһандық сын-қатерлер жағдайындағы экономикалық жүйелердің тұрақтылығы:** халықаралық ғылыми-тәжірибелік конф. еңбектер жинағы. – Нұр-Сұлтан: Л.Н. Гумилев атындағы Еуразия ұлттық университеті, 2022.

**Устойчивость экономических систем в условиях глобальных вызовов современности:** Сб. трудов межд. научно-практической конф. – Нур-Султан: Евразийский национальный университет им. Л.Н. Гумилева, 2022.

Proceedings of the international scientific and practical conference «**Sustainability of economic systems under conditions of modern global challenges**» Nur-Sultan, L.N.Gumilyov Eurasian National University, 2022.

**ISBN 978-601-337-680-6**

Халықаралық ғылыми-практикалық конференция еңбек жинағында Қазақстан Республикасындағы және шетелдегі жаһандық сын-қатерлер жағдайында экономикалық жүйелердің орнықтылығын қамтамасыз етудің өзекті аспектілері қарастырылған.

В сборнике материалов международной научно-практической конференции рассмотрены актуальные аспекты обеспечения устойчивости экономических систем в условиях глобальных вызовов в Республике Казахстан и за рубежом.

The proceedings of the international scientific and practical conference consider topical aspects of ensuring the sustainability of economic systems in the face of global challenges in the Republic of Kazakhstan and abroad.

**УДК 330  
ББК 32  
3-21**

**ISBN 978-601-337-680-6**    © Л.Н.Гумилев атындағы Еуразия ұлттық университеті, 2022  
© Евразийский Национальный университет им. Л.Н. Гумилева, 2022  
© L.N. Gumilyov Eurasian National University, 2022

Конференция Л.Н. Гумилев атындағы Еуразия ұлттық университеті, Ресей халықтар достығы университетінің Қонақ үй және туризм Институты, Шота Руставели атындағы Батуми мемлекеттік университеті, Ташкент Мемлекеттік Экономикалық университеті, М. Рысқұлбеков атындағы Қырғыз экономикалық университеті және Бұқара Мемлекеттік Университеттерімен бірлесіп ұйымдастырылды.

Конференция организована Евразийским национальным университетом им. Л.Н. Гумилева совместно с Институтом гостиничного бизнеса и туризма РУДН, Батумским государственным университетом имени Шота Руставели, Ташкентским Государственным Экономическим университетом, Кыргызским экономическим университетом им. М. Рысқұлбекова, Бухарским Государственным Университетом.

The conference was organized by L.N. Gumilyov Eurasian National University together with the Institute of Hotel Business and Tourism of the Peoples' Friendship University of Russia, Batumi Shota Rustaveli State University, Tashkent State Economic University, Kyrgyz Economic University named after Musa Ryskulbekov, Bukhara State University.

*Материалы публикуются в авторской редакции. Редакционная коллегия не несет ответственность за достоверность информации, приводимой авторами.*

- жоғары білікті кадрларды даярлау;
- облыстың агроөнеркәсіп кешеніндегі ауыл шаруашылығы өндірісінің әлеуетін толық пайдалану.

Мұндай стратегияны қалыптастыру өңірлік агроөнеркәсіптік кешеннің инновациялық дамуына ықпал етеді, бұл қосымша жүйелі әсер алуға, табиғи ресурстарды молайтуға, агроөнеркәсіптік кешеннің барлық салаларының өзара әрекеттесу деңгейін арттыруға, инновациялық инфрақұрылымды қалыптастыру, ауыл шаруашылығы өндірісі тиімділігінің тиісті деңгейін және оның бәсекеге қабілеттілігін арттыруға мүмкіндік береді.

Ауыл шаруашылығындағы инновациялық қызметті белсендіру және тиімді ету үшін тек ауыл шаруашылығы өндірісінде инновациялық қызметке көшу ғана емес, сонымен қатар аграрлық қоғамды дамыту қажет. Ұсынылған іс-шараларды жүзеге асыру инвестициялық ахуалға қолайлы жағдай жасауға және өңірдің тұрақты әлеуметтік-экономикалық дамуына ықпал етеді.

#### **Қолданылған әдебиеттер тізімі:**

1. Облыстың төлқұжаты. Шығыс Қазақстан облысы әкімінің ресми интернет-ресурсы [Электрондық ресурс]. – Қол жеткізу режимі: [www.akimvko.gov.kz](http://www.akimvko.gov.kz).

2. KAZNEX INVEST, инвестициялық тартымдылықты зерттеу Қазақстан, 2014 Ел брендин нығайту.

3. Агро-босс журналының интернет ресурсы [Электрондық ресурс]. – Қол жеткізу режимі: <https://bossagro.kz/>

4. Шығыс Қазақстан облысының ауылшаруашылық басқарамасының ресми интернет ресурсы [Электрондық ресурс]. – Қол жеткізу режимі: <https://www.gov.kz/memleket/>

## **THE INTERNET'S ROLE IN UZBEKISTAN'S DEVELOPMENT OF SUSTAINABLE TOURISM**

*Akramova N.A., Tadjieva S.U.*

Bukhara State University, Bukhara, Uzbekistan

E-mail: [s.u.tadjieva@buxdu.uz](mailto:s.u.tadjieva@buxdu.uz)

Tourism is one of the fastest growing sectors of the world economy and an important source of foreign exchange earnings, jobs and is closely linked to the social, economic and environmental well-being of many developing countries. It is clear to everyone that, there is a close relationship between tourism and the environment, but is this relationship sustainable in the long term? If we want to have travel destinations that can thrive on tourism, we need to keep up with the times. The need for information technology is increasingly felt by all industries. The tourism industry is no exception.

In particular, consumers themselves are pushing for the development in this direction of the industry.

The widespread dissemination of information technologies transforms modern reality, leads to significant changes in the legal, political, economic, social and cultural spheres - the formation of the "information society". Tourism experts confirm that technology plays a critical role not only in the revival but also in the growth of the tourism industry. In terms of demand, technology adoption allows tourists to discover, customize and purchase tourism products and services before, during and after each trip. The widespread use of technology has contributed to increased access to information. In turn, the abundance of information available has radically changed the behavior and raised the expectations of tourists. Technological progress plays a decisive role in the competitiveness of tourism organizations and routes, as well as in creating resources for the development, processing and dissemination of tourism product offerings around the world. The rapid development of technological capabilities, coupled with the reduction in information and communication technology (ICT) costs and improvements in the efficiency, usability and connectivity of devices and applications, are driving tremendous improvements in the travel industry. As the global trend towards more independent travel grows, there is a growing demand for flexible individual travel experiences that are simply not possible without the widespread use of technology.

Implementation of technology is possible only if there are components of the technological ecosystem - hardware, software, service and technical support. A country that lags behind in ICT readiness can quickly move directly to the most advanced technologies, bypassing the painful path of transition from obsolete and old technologies to new ones.

The benefits of using technology and world best practices are universal, if they have worked elsewhere, they will also work in the region of Uzbekistan. However, the country is at different stages of ICT development, and therefore their ability to adopt and absorb the latest technologies is limited by the local availability of basic ICT infrastructure (mobile and Internet connectivity) and IT support service companies. Who can provide the necessary technical support for the installation, maintenance and troubleshooting of various technology solutions. The better a country does with these two criteria, the more sophisticated applications it will be able to implement.

Uzbekistan is a unique Central Asian country, famous for its eco-tourist routes, oriental hospitality, rich history, traditions and culture. The country is located on the historical Silk Road, and it has great potential in the field of introducing technologies in the development of tourism. Digitization, lack of emotions and interactive interaction made it possible to understand the value of traveling in nature. In this, Uzbekistan with historical monuments of architecture has a lot to offer for travelers. Launching targeted social media campaigns to promote destinations and thematic circles (e.g. eco-tourism, health, adventure and religious tourism) can also help promote tourism. In addition, the launch of a special nationwide program on the eradication of digital illiteracy and the easy adoption of technologies with the participation of various stakeholders; implementation of mandatory guidelines through technological solutions; investment in the development of affordable software

packages for the operation of tourism enterprises; development of a centralized electronic payment system for the convenience of visitors when paying for tourism products and services, even from small enterprises; The development and implementation of an ICT skills development program for all stakeholders in the tourism industry to facilitate the adoption of technology will also help for a smoother adoption of technology in the tourism industry.

In Uzbekistan, by decree of President Shavkat Mirziyoyev dated October 5, 2020, the country's Strategy "Digital Uzbekistan - 2030" and the "Road Map" for its implementation were approved. From August 1, 2021, all mandatory government payments, including duties, fees and penalties, will be made online according to this document. As part of the Digital Uzbekistan 2030 strategy, more than 400 information systems, electronic services and other software products will be automatically introduced in various areas of socio-economic development.

Also, in accordance with this Strategy, the widespread introduction of digital technologies in the field of telecommunications, public services, the real sector of the economy, healthcare, the state cadastre and other areas, the approval of the Digital Uzbekistan 2030 program; improving the technical infrastructure of e-government; development of human capital and improvement of the system of training and retraining of personnel; digitalization of public services and development of the information ecosystem; ensuring openness and transparency of the activities of state bodies and organizations, increasing the level of electronic participation of the population; ensuring information security, protection of information resources and systems; creation of a single competent authority in the field of digital economy and e-government, as well as the introduction of the position of deputy head for digital technologies and e-government in the Government, ministries and departments, local governments.

The implementation and further improvement of the comprehensive strategy "Digital Uzbekistan - 2030" is, first of all, a strong and perfect organization for the implementation of innovative ideas, technologies and business in close cooperation between government agencies and business, contributes to the formation of a regulatory framework.

The population of Uzbekistan is still experiencing difficulties in connecting to the global network. About a third of the population still does not have access to the Internet. At the same time, almost 50% of the country's citizens live in rural areas. As of March 2020, the country ranks 128th in the world in terms of mobile internet speed and 95th in certain broadband literacy.

The pandemic has provided an opportunity to undertake a major transformation of the tourism sector and initiate the necessary reforms and changes to improve operational efficiency, productivity, profitability and, above all, sustainability of the sector. Governments in the CA regions and the public sector tourism authorities can use this opportunity to introduce new policies and regulations, as well as provide much-needed incentives for growth and modernization of the sector.

Given the impact of the pandemic on the tourism sector, policy makers in the region need to identify and adopt mitigation strategies to minimize the impact in the region. New technologies have significant potential to mitigate the impact of the

pandemic on consumer confidence and trust, and to promote safe travel destinations in the short to medium term scenarios in the region.

The pandemic is not forever. It's time to prepare for the opening of the tourist seasons. The Ministry of Culture and Sports of the Republic of Uzbekistan is doing everything possible so that, with the opening of borders, foreign tourists look for a country like Uzbekistan on the world tourism map and know the exact answer to the question "Where to go?" 2020 was a difficult year for all countries, including the Republic of Uzbekistan. The coronavirus pandemic has had a great impact on the country's economy and especially on the tourism industry. In many countries, tourism accounted for between one-fifth and one-half of the gross national product. The tourism sector employed 60% of the world's workforce.

The tourism industry in our country is defined as a promising direction for the development of the non-primary sector of the economy and is included in the number of national priority clusters. The adopted Concept for the development of the tourism sector in the Republic of Uzbekistan in 2019-2025 aims to achieve, in order to create favorable conditions and prerequisites for the development of tourism, primarily in the private sector, to increase competitiveness and quality of services provided, to actively and comprehensively promote the national tourism product in world markets and implementation.

Summing up, we can note the following, carried out to promote and develop tourism potential, has borne fruit. The measures taken made it possible to rethink approaches to organizing events to promote the country in the domestic and foreign markets, to qualitatively implement situational marketing and lay the foundation for sustainable tourism development for further digitalization of the country's tourism industry.

The Internet is the most useful technology for the development of sustainable tourism today, which helps us not only to attract potential foreign tourists, but also to support the tourism demand for locals. The Internet plays a very important role in tourism.

As the tourism industry grows, competition between destinations also increases. Creating a territory brand will give Uzbekistan the opportunity to form a unique image and distinguish itself from many others. One of the effective communication channels used to promote cities and attract tourists is the Internet, and a website is one of the tools. The main tasks of creating a website, a brand of cities are to create a positive image, increase the recognition of a tourist destination, effectively promote a tourism product, and also attract tourists.

### **References:**

1. Development of tourism in Uzbekistan: an overview of the tourism industry for 2016-2020 URL:<https://review.uz/en/post/razvitie-turizma-v-uzbekistane-obzor-turotrasli-za-2016-2020-gg>
2. Digitalization and tourism. Possibilities without limits URL: <https://apgazeta.kz/2018/09/14/cifrovizaciya-i-turizm-vozmozhnosti-bez-granic/>
3. Implementation of new digital tools at the service of the tourism eco-system URL:<https://www.gov.uz>

4. Institute for Forecasting and Macroeconomic Research. Increasing the role of tourism as an important sector of the economy of Uzbekistan. URL: <https://ifmr.uz/publications/articles-and-abstracts/tourism>

5. Leveraging the Role of Technology in Promoting Safe Tourism Destinations in CAREC

6. Nailya Muradovna Ibragimova PhD, Institute for Forecasting and Macroeconomic Research, Research Center for Poverty Reduction and Welfare of the UK Population, Project Manager

7. The Central Asia Regional Economic Cooperation (CAREC) Tourism Strategy 2030

8. Tourism in Uzbekistan in numbers. Access mode: [URL:https://uzbekistan.travel/ru/o/turizm-v-uzbekistane-v-cifrah/](https://uzbekistan.travel/ru/o/turizm-v-uzbekistane-v-cifrah/)

9. UN General Assembly adopts special resolution “Sustainable Tourism and Sustainable Development in Central Asia” URL: <https://uzdaily.uz/en/post/53803>

## THE OPPORTUNITIES OF DEVELOPMENT OF FESTIVAL TOURISM

*Hamroev H.R., Saidova D.K.*

Bukhara state university, Bukhara, Uzbekistan

E-mail: [h.r.hamroev@buxdu.uz](mailto:h.r.hamroev@buxdu.uz)

**Abstract.** The purpose of this article is to analyze the opportunities of development of festival tourism. The festival movement is a practice that allows for mass communication, which is based on art. Festivals serve to form and promote the brands of the city, region, as they are directly related to the general cultural situation and the local context of a certain place. Festivals serve as a way to transform urban environment and drawing attention to various problems.

**Keywords:** tourism, festival tourism, festival events, music festivals, tourist activity, impact of festival tourism

### **Introduction**

The holiday, as the oldest form of human culture, has been the subject of study for a long time, but there has not yet been a single theoretical basis around this concept. Acting as a stable element of the cultural space, the holiday at the same time absorbs all the changes taking place in society. Changes are influenced by new value orientations of society, the acquisition of other meanings and their representation in the very concept of “holiday”. The linguistic study of the word "festival" goes back synonymously to the word "holiday". When translated from the Romance languages, it acquired one more additional meaning to its main meaning - a mass holiday, and so it was fixed in dictionaries. In our article, we approach the study of the festival from this position: the festival is a mass celebration, the history of which goes back several centuries. A holiday in the mind of a person is understood, according to researchers, as a temporary entry into the space of utopia, universality, equality, abundance, freedom. Thus, the holiday is opposed to ordinary life. From the point of view of society, the

<b>Тәжен А.Н.</b> ЭТНОГРАФИЯЛЫҚ ТУРИЗМ АЙМАҚТЫ ТҰРАҚТЫ ДАМЫТУДЫҢ ФАКТОРЫ РЕТІНДЕ	62
<b>Тайпакова Б.М.</b> АНАЛИЗ ПОКАЗАТЕЛЕЙ РАЗВИТИЯ КОНКУРЕНТНОГО ПОТЕНЦИАЛА СТОЛИЦЫ В РАМКАХ ОПРЕДЕЛЕНИЯ ЕГО ПРИОРИТЕТНЫХ НАПРАВЛЕНИЙ В СФЕРЕ ТУРИЗМА	67
<b>Махметова Д.С.</b> ӨНІРДІҢ АУЫЛ ШАРУАШЫЛЫҒЫНЫҢ ТҰРАҚТЫ ДАМУЫ МЕН АЗЫҚ ТҮЛІК ҚАУІПСІЗДІГІ	73
<b>Akramova N.A., Tadjieva S.U.</b> THE INTERNET'S ROLE IN UZBEKISTAN'S DEVELOPMENT OF SUSTAINABLE TOURISM	77
<b>Namroev H.R., Saidova D.K.</b> THE OPPORTUNITIES OF DEVELOPMENT OF FESTIVAL TOURISM	81
<b>Ахтаева Ж.С., Муталиева Л.М.</b> РАЗРАБОТКА КОНКУРЕНТНОЙ СТРАТЕГИИ КОМПАНИИ	85
<b>Канагатова Р.Н.</b> ҰЛТТЫҚ ЭКОНОМИКАҒА ҚАЗАҚСТАН РЕСПУБЛИКАСЫНДАҒЫ ТУРИЗМНІҢ ДАМУЫНЫҢ ӘСЕРІ	90
<b>Султанова А.К.</b> РАЗВИТИЕ ПРОГРАММ ЛОЯЛЬНОСТИ В ГОСТИНИЧНОЙ ИНДУСТРИИ	94
<b>Ерсін Б.А.</b> ДИЗАЙН ИНТЕРЬЕРА КАК КОНКУРЕНТНОЕ ПРЕИМУЩЕСТВО В РЕСТОРАННОМ БИЗНЕСЕ	99
<b>Бермагамбетова А.К.</b> ОСОБЕННОСТИ СТРАТЕГИЙ РАЗВИТИЯ ПРЕДПРИЯТИЙ В ТУРИЗМЕ	102
<b>Ахметжанова А. А.</b> СОЦИАЛЬНО-ЭКОНОМИЧЕСКАЯ ЭФФЕКТИВНОСТЬ РЕКРЕАЦИОННОГО ТУРИЗМА В КАЗАХСТАНЕ	107
<b>Iskakova A.K., Akisheva A.S.</b> RESEARCH AND EVALUATION OF AIR TRANSPORT MARKET OF AIR ASTANA JSC	110