

“SANOAT VA XIZMAT KO'RSATISH SOHALARINING RAQAMLI TRANSFORMATSIYASI: TENDENSIYALAR, BOSHQARUV, STRATEGIYALAR”

Xalqaro ilmiy-amaliy anjuman materiallari to'plami
2022 yil 2-3 mart



“Digital Transformation of Industry and Services: Trends,
Management, Strategies” collection of abstracts
March 2-3, 2022

«Цифровая трансформация промышленности и сферы услуг:
тенденции, управление, стратегии» сборник тезисов
2-3 марта 2022 года.

OLIV VA O'RTA MAXSUS TA'LIM VAZIRLIGI
BUXORO DAVLAT UNIVERSITETI
IQTISODIYOT VA TURIZM FAKULTETI

**“SANOAT VA XIZMAT KO'RSATISH SOHALARINING RAQAMLI
TRANSFORMATSIYASI: TENDENSIYALAR, BOSHQARUV,
STRATEGIYALAR”**

Xalqaro ilmiy-amaliy anjuman materiallari to'plami

2022 yil 2-3 mart

***«ЦИФРОВАЯ ТРАНСФОРМАЦИЯ
ПРОМЫШЛЕННОСТИ И СФЕРЫ УСЛУГ:
ТЕНДЕНЦИИ, УПРАВЛЕНИЕ, СТРАТЕГИИ»***

**сборник тезисов
2-3 марта 2022 года**

**“DIGITAL TRANSFORMATION OF INDUSTRY AND SERVICES:
TRENDS, MANAGEMENT, STRATEGIES”**

**collection of abstracts
March 2-3, 2022**

**“Durdona” nashriyoti
Buxoro – 2022**

“Sanoat va xizmat ko‘rsatish sohalarining raqamli transformatsiyasi: tendensiyalar, boshqaruv, strategiyalar” [Matn] / N.S. Ibragimov. - Buxoro: OOO "Sadriddin Salim Buxoriy" Durдона nashriyoti, 2022. - 464 b.

Dasturiy qo‘mita: i.f.d. O.X. Xamidov, i.f.d. O.S. Qahhorov, i.f.d., B.N.Navruz-Zoda, i.f.n. A.T.Jo‘raev, i.f.n. D. Sh. Yavmutov, i.f.d. N.S.Ibragimov, i.f.f.d. G.R.Xidirova, i.f.n. S.U.Tadjiyeva, i.f.f.d. A.J.Abdolloyev, i.f.f.d. Z.S.Nurov, M.A.Rajabova.

Tahrir hay‘ati: i.f.d. O.S. Qahhorov, i.f.n. A.T.Jo‘raev, O‘.U. Rashidov, t.f.n. G.T. Zaripov, i.f.n. D.Sh.Yavmutov, i.f.d. N.S.Ibragimov, i.f.d. A.B.Maydirova, i.f.d. O.V.Ivliyeva, i.f.n. L.M.Mutaliyeva, O.Q.Xurramov, J.Toxirov, N.D.Salixov.

Программный комитет: д.э.н. О.Х. Хамидов, д.э.н. О.С.Каххоров, д.э.н., Б.Н.Навруз-Зода, к.э.н. А.Т.Жураев, к.э.н. Д.Ш.Явмутов, д.э.н. Н.С.Ибрагимов, к.э.н. Г.Р.Хидирова, к.э.н. С.У.Таджиева, к.э.н. А.Ж.Абдуллоев, к.э.н. З.С.Нуров, М.А.Раджабова.

Редколлегия: д.э.н. О.С.Каххоров, к.э.н. А.Т.Жураев, У.У.Рашидов, к.т.н. Г.Т. Зарипов, к.э.н. Д.Ш.Явмутов, д.э.н. Н.С.Ибрагимов, д.э.н. А.Б.Майдирова, д.э.н. О.В.Ивлиева, к.э.н. Л.М.Муталиева, О.К.Хуррамов, Ж.Тохилов, Н.Д.Салихов.

To‘plam i.f.d. N.S. Ibragimov umumiy tahriri ostida chop etildi.

Сборник опубликован под общей редакцией д.э.н. Н.С. Ибрагимова

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

Авторы несут личную ответственность за содержание статей и тезисов, включенных в этот сборник, содержащуюся в них статистику, точность дат и критические комментарии.

chiqindilarni yo'q qilishni ta'minlamaydi, bu esa atrof-muhitga bosimni oshiradi. Binobarin, ijtimoiy turizmni axloqiy baholash ekologik muammolar bilan uzviy bog'liqdir.

Tabiatdan oqilona foydalanish muammolarini mahalliy darajada, bir mintaqa yoki mamlakat miqyosida hal qilish mumkin emas. Inson manfaatlari insoniyat miqyosiga yetib boradi. Individual ongda postindustrial davr odamlari o'z ehtiyojlari haqida o'ylash, insoniyat manfaatlari e'tiborsiz qoldirib bo'lmasligini tushunishlari kerak.

Ijtimoiy turizmning kamchiliklari standartlashtirish bo'lib, u taklif etilayotgan turistik xizmatlarga (sifatli namunalar joriy etilganda, shartnoma tuzilganda ijobiy jarayon bo'lishi mumkin) va turistlarga tegishli bo'lib, unga nisbatan standartlashtirish (yangi turistik yo'nalishlar, shakllar mavzusida namoyon bo'ladi), "inson individualligini qashshoqlashtiradi, uni o'ziga xoslikdan, o'ziga xoslikdan mahrum qiladi" [9].

Turizm etikasini axloqiy nazariya va turizm amaliyoti yoqasida shakllangan nazariy bilimlarning yangi turi sifatida qurish fundamental asoslarni ishlab chiqishni taqozo etadi. Turizm etikasiga nazariy bilimlar tizimining umumiy klassik tamoyillariga asoslangan nazariy hodisa sifatida hamda insonning amaliy faoliyatining bir turi sifatida qarash mumkin, uning asoslari insonparvarlik, bag'rikenglik va baynalmilalizmdir.

Turistik faoliyatni bolalar va yoshlarning bo'sh vaqtini o'tkazish usuli deb hisoblash mumkin. Bu sizga virtual emas, balki haqiqiy o'lchamlarida aniqlashga, uni tuzatishga, hayot ko'rsatmalarini qayta ko'rib chiqishga va baxt fenomeni haqida fikr yuritishga imkon beradi.

Turizmni yolg'izlik, zamonaviy jamiyatga munosabat muammosini yengish vositalaridan biri deb hisoblash mumkin. O'tmishdagi hayot tarzidan dalolat beruvchi tarixiy-madaniy yodgorliklarni nafaqat iqtisodiy, balki ekzistensial nuqtai nazardan ham hisobga olgan holda, inson umuminsoniy miqyosda o'zining insoniyatga daxldorligini his qiladi, o'zining kommunikativ ehtiyojlarini amalga oshiradi.

Zamonaviy insoniyat, birinchi navbatda, siyosiy va iqtisodiy muammolarga (ishlab chiqarish hajmlarining ko'payishi, modernizatsiya, yangi texnologiyalarni izlash va boshqalar) qaratilgan bo'lsa-da, axloqiy sohada sodir bo'layotgan metamorfazalar juda xavflidir. Shu nuqtai nazardan, turizmni axloqiy me'yorlarni saqlashning muhim vositasi sifatida ko'rish kqraq.

Axloqiy masalalarning dolzarbligi axloqiy bilimlarning rivojlanish qonuniyatlari bilan ham, inson ongining cheksiz kuchi va oldindan aytib bo'lmaydiganligi bilan ham oldindan belgilanadi. Binobarin, axloq inson mohiyatining dastlabki belgisi emas, balki tsivilizatsiya mavjudligining zaruriy shartidir. Shuning uchun etika inson faoliyatining barcha turlarida, shu jumladan turizm biznesida ham axloqiy komponentni o'zida aks ettiruvchi "me'mor"ga aylanishi lozim.

Adabiyotlar ro'yxati

1. Балийская декларация по туризму (24 – 27 сентября 1996 г.). 2002.
2. «Гаагская декларация по туризму» Гаага, март-апрель 1989. - <https://e-cis.info/cooperation/3029/77713/>
3. «Глобальный кодекс этики туризма» Принят в 1999 г. На XXIII сессии Генеральной ассамблеи Всемирной туристской организации.- <http://eurasiatourism.org/1034/index.phtml>.
4. Документ Акапулько. Акапулько (Мексика), 21-27 августа 1982 г.
5. Малахов В. А. Этика: Курс лекций: учеб, пособие. / В. А. Малахов. – М., 2004. 324с.
6. «Манильская декларация по мировому туризму» Манила, 27 сентябрь 1980 год.- <https://docs.cntd.ru/document/901813698>.
7. Монреальская декларация «К гуманному и социальному видению туризма» 2002 г.
8. Капто А. С. Профессиональная этика / А. С. Капто. – М.; Ростов н/Д: СКАГС, 2006. 437с.
9. Пазенок В. С. Альтернативный туризм: концепция и практика / В. С. Пазенок // Гостиничный и ресторанный бизнес. - 2005. - № 4. 5-11с.
10. Пазенок В. С. Туризмология. Теоретический образ / В. С. Пазенок. – М., 2012. 421с.

11. Туризмология: концептуальные основы теории туризма: - учеб. изд. - М.: КУТЭП, 2008. 378с.
12. Федорченко В.К. Теоретико-методологические основы туризмологии как науки о туризме // Вопросы туризмоведения: федеральный образовательный и научно-практический журнал. 2013. №4. С.14.
13. Федорченко В.К. Туризмология как наука. Основные парадигмы теории туризма 4 Вестник РМАТ № 2(8). 2013. С.3-11.
14. Философия туризма: учеб, пособие. / Под ред. В. С. Пазенко, В. К. Федорченко. - М.: Кондор, 2004. 372с.
15. Философские очерки туризма: науч.- учеб. Изд. / под ред. д-ра филос. наук, проф., чл.-корр. НАН Украины В. С. Пазенко. – К., 2005.
16. Франжиалли Ф. Туризм: философия и концепция развития/Ф. Франжиалли // Философские очерки туризма. – М., 2005. С.2-9.
17. «Хартия туризма» Одобрено в 1985 г. На VI сессии Генеральной ассамблеи Всемирной туристской организации.- <https://docs.cntd.ru/document/901756802>.
18. Эскина Г. Свободное время как фактор развития личности/Г. Эскина // Молодежь в современном мире: нравственно-эстетические и культурологические измерения - М.: МИЛП, 2001. С.32-41

Bukhara State University
Navruz-zoda L.B.,
Senior lecturer of the Department of
Service Sector Economy
Negmurodova Sh.,
Student of Bukhara State University

THE ROLE OF CULTURE AND ARTS IN SOCIETY AND THE DEVELOPMENT OF MANAGERIAL SKILLS OF LEADERS IN THIS FIELD

Annotatsiya: Maqolada, madaniyat va san’at sohasining jamiyatdagi o’rni, O’zbekiston respublikasi Prezidentining shu borada bildirgan fikrlari bayon qilingan. Madaniyat va san’at sohasining rivojlanishi mamlakatni faqatgina ijtimoiy tomondan emas, balki iqtisodiy-siyosiy jihatdan yuksaltirishi haqida fikr yuritilgan. 2021-yil davomida moddiy madaniy meros obyektlari, muzey, sport majmualari va boshqa namoyish obyektlarida amalga oshirilgan qator chora tadbirlar qisqacha tahlil qilingan. Madaniyat sohasida ishlaydigan rahbarlarning menejerlik qobiliyatini shakllantirish bilan bir qatorda menejerlik faoliyatiga qo’yilgan talablar, ularning qanday qobiliyatlarga ega bo’lishi yoritilgan.

Kalit so’zlar: Madaniyat va san’at sohasi, jamiyat, madaniy meros, madaniyat, ma’naviy ehtiyoj, menejer, madaniyat uylari faollari, faol ijtimoiy shaxs.

Аннотация: В статье описывается роль культуры и искусства в жизни общества, а также взгляды Президента Республики Узбекистан по этому поводу. Выдвинута мысль о том, что культура и искусство поднимет страну не только в социальном, но и в экономическом и политическом плане. Дан краткий анализ ряда мероприятий, проведенных в 2021 году на объектах материального культурного наследия, музеях, спортивных комплексах и других выставочных объектах. Наряду с формированием управленческих качеств руководителей, работающих в сфере культуры, сформулированы требования к управленческой деятельности.

Ключевые слова: сфера культуры и искусства, общество, культурное наследие, культура, духовные потребности, менеджер, активисты домов культуры, активная общественная личность.

Annotation: The article describes the role of culture and art in society, the statement of the President of the Republic of Uzbekistan was issued for this purpose. And also the development of culture in the field of art is thought to raise the country not only socially, but also economically and politically. A brief analysis of a number of activities carried out in 2021 at the objects of tangible cultural heritage, museums, sports complexes and other exhibition facilities. In addition to shaping the managerial skills of leaders working in the field of culture, the requirements for managerial activities, what abilities they have are explained.

Keywords: Culture and arts, society, cultural heritage, culture, spiritual need, manager, activists of houses of culture, active social figure.

When thinking about the role of culture and art in society, first of all, we must look for the answer to this question: "What can culture and art give to society?".

In this regard, our President during his visit of to Chinaz district of Tashkent region mentioned: Every home, every street must have a culture. As our people say, waiting for others make everything ready doesn't work. We need to work together. If we want to change, we should all consciously change» these words mean that the future of a country with a civilized people will be even brighter.

From this point of view, the role of culture and art in society is very important.

In any country, no matter how rich its material resources, if every person, population, society does not have the spiritual and cultural understanding and skills, it will remain a socially "backward" state.

Personnel with cultural and educational knowledge in any sphere of the country's society are "active social figures". And society cannot develop without the movement of "active social figures" in it.

Only through the development of tourism infrastructure for cultural heritage sites and increased attention to cultural heritage sites, the field of culture and arts will make a significant contribution to the development of the country not only socially but also economically and politically.

It is well-known that everyone works in a certain way, either mentally or physically, to satisfy his needs. However, from a biological point of view, no human being can work continuously throughout his life, that is, the body needs to rest in its place. It should be noted that culture and art not only give a person a cultural holiday, but also contribute to his development as a full-fledged person, spiritually active and conscious development.

In order to further develop the field of "Culture and Arts" in the Republic of Uzbekistan, in accordance with the Presidential Decree No. PQ-5054 "On the organization of the Ministry of Tourism and Sports":

“The tasks and functions of the Ministry of Culture in the field of intangible cultural heritage with UNESCO and the development of museums and libraries have been transferred to the Ministry of Tourism and Sports and the Agency for Cultural Heritage, respectively.

Significant aspects of the decision are the followings (from the 2021/2022 academic year):

— Tashkent Institute of Architecture and Construction and Samarkand State Institute of Architecture and Construction, faculties for the preservation of cultural heritage;

— Opening of the Department of Preservation of Cultural Heritage in Bukhara College of Architecture and Construction.

Also, the establishment of a state unitary enterprise "Directorate for the organization and conduct of public events" under the Ministry of Tourism and Sports;

In 2021, the introduction of a single centralized electronic system for the installation of electronic payment, turnstiles (laser-sensing) and video recording devices, pre-purchase of tickets at the sites of tangible cultural heritage, museums, sports complexes and other exhibitions to be launched in Samarkand as a model by September 1, 2006;

In addition, issues such as the establishment of the Directorate for the Restoration of Cultural Heritage in the form of a state institution and its gradual establishment of regional

restoration centers in order to preserve and develop the long-established architectural schools in the regions were considered.

The adoption and implementation of such new resolutions and decrees will undoubtedly contribute to the development of the field of culture and arts.

It is known that the majority of the population also "melts" to go to the houses of culture in the area where they live in order to raise their spiritual awareness. This "laziness" will be squeezed out of the minds of the population, or society as a whole, of course, thanks to the selfless work of future cultural workers.

The adoption and implementation of such new resolutions and decrees will undoubtedly contribute to the development of the field of culture and arts.

Currently, there are a lot of specialists working in the Cultural Centers located in all regions, but they do not work in line with the times, do not renew themselves, or do not launch new innovative projects, although there are projects, but the investment in them and the lack of a sponsor are noticeable. All of this is creating obstacles in this area.

However, the Presidential Decree PF-6000 of May 26, 2020 "On further enhancing the role and influence of culture and art in public life" eliminates the existing shortcomings and obstacles in this area are of particular importance as an important document aimed at achieving.

Strengthening the role of culture and art in society in our country, inculcating the concept of "civilized life" in the public consciousness, promoting it, the question of the role of the field of "culture and art" in the education of promising individuals who have a future and benefit the society, first of all, requires the development of this field.. The development of culture and the arts, in turn, leads to many related services. Managers who can manage businesses that include such services will be needed.

In particular, the Department of Music Education of the Faculty of Art History of Bukhara State University specializes in the organization and management of cultural and art institutions. This direction has been operating at Bukhara State University since the 2019-2020 academic year, and in 2019-2020 academic year, 20 students were admitted to study under the admission quota.

In 2020-2021 academic year, this number has increased to 50 and 72 students are currently enrolled, including those admitted on a fee-for-service basis.

In the course of our discussion of the manager of culture and the arts, let us first define the term "manager".

Some sources describe it as "a manager who is a specially trained, qualified specialist with a deep knowledge of the secrets and rules of management." Managers are executives in organizations with certain powers in a market economy, manager must be a person who can meet several requirements.

Robin Thompson, content manager at Finnmark Sauna, describes it as following: “A manager needs to be able to solve common problems and be accountable for his or her actions.” Given that the manager is responsible not only for his actions, but also for the future of the organization which he manages, the personality of the "manager" must have special characteristics.

They are:- Flexibility, the ability of the manager to constantly adapt to innovations and any situation in the changing digital world;- Problem solving - anticipation of any problem and finding the necessary solutions;- Time management - accounting for how much time is needed for the task to be performed, efficient allocation of time;- Selection of employees with organizational skills and ensuring their effective work;

- Planning - as a strategic thinker to carry out all tasks according to the plan; - Leadership - working with and integrating people with different backgrounds; - Innovator - the ability to introduce new innovative ideas using information and communication technologies, which are being updated in the information age.

The activity of the manager of the cultural and educational sphere, like all spheres of human activity, has its own characteristics. One of the main tasks of a manager is to integrate his

2-SHO‘BA:

**MAHSULOTLAR VA XIZMATLARNING RAQOBATBARDOSHLIGINI
OSHIRISHDA RAQAMLI TEXNOLOGIYALAR**

Абдуллаев И.С., Сапарова М.А.	Современные технологии цифрового маркетинга для распределения товаров и услуг	108
Akhmedov T. M., Yakubov N.A.	Features of application of modern information and communication technologies in sociological surveys of living standards of the population	111
Мирсодиқов А.Т.	Курилиш соҳасида логистика харажатларини бошқаришнинг интеграциялашган тизимини такомиллаштириш	119
J.A.Kuralbaev G‘aniyev Sh.Sh.	Digital transformations in the tourism industry Inson resurslarini boshqarishda innovatsiyalar va raqamli texnologiyalardan foydalanish yo‘nalishlari	123 127
Nurova G.N.	The role of strategic trade policy in the economic development of the country	131
Nayitov U.H.	Ta’limda axborot-kommunikatsiya texnologiyalardan foydalanishning ahamiyati	135
Хайтбоева Н.Б.	Тўқимачилик саноат корхоналарини ривожлантиришда рақамли маркетингдан фойдаланиш	138
Tadjieva S.U.	Digital transformation of higher education	141
Aliyeva G.I.	Xizmat ko‘rsatish sohasida raqamli iqtisodiyotni rivojlantirish	145
Аминов Ф.Б.	Савдо соҳасида рақамли технологияларнинг самарадорлиги	147
Салаев С.К. Ходжаниязов Э.С.	AAS (mobility as a service) концепцияси туризм соҳасида сифатли ва барқарор транспорт хизматларини ишлаб чиқиш омили сифатида	151
Ходжаниязов Н.С.	Кичик бизнес ва хусусий тадбиркорлик субъектлари фаолиятида рақамли маркетинг аҳамияти	154
Сапаев А.Д.	Минтақада транспорт хизматлари ривожига ахборот ва алоқа хизматлари ролини баҳолаш	157
Tursunxodjaev S.	Foreign experience of competitive intelligence tools enterprise’s economic security system	162
Хуррамов О.К.	Цифровые технологии в повышении конкурентоспособности туристических услуг	166
Ruziyeva G.F.	Milliy hunarmandchilik biznesini tashkil etishda raqamalshirishning o‘rni	170

3-SHO‘BA:

**RAQAMLI TRANSFORMATSIYANI QO‘LLAB-QUVVATLASHNING
TASHKILIY VA IQTISODIY MEKANIZMLARI**

Маматов А.А. Мухтаров Ж.М. Бегдуллаев Ш.К.	Рақамли иқтисодиётнинг тармоқли тузилмалари рақобатбардошликни ошириш омили сифатида	176
Маҳмудов М.Ф. Хақимов З.А.	Саноат кластерлари инновацион иқтисодиётни шакллантиришнинг асосий драйвери сифатида	181
Мирсодиқов А.Т.	Курилиш соҳаси кластерларида логистик жараёнларни бошқаришнинг ташкилий-иқтисодий механизмларини такомиллаштириш	184
Mustafoyev Q.M.	Transformation of the fuel industry in the digital economy	188
Chulliyev S.R.	The role of venture capital on the digital economy	191
Жалилов Ж.Ф.	Саноат корхоналарини трансформация қилиш соҳасидаги ислохотларнинг асосий йўналишлари	194
Ибрагимов Ф.Ф.	Озиқ-овқат саноати корхоналарида трансформация жараёнларини амалга оширишнинг муҳим жиҳатлари	198