

**“ЎЗБЕКИСТОННИ ТОП ЎН ТУРИСТИК ҲУДУДЛАР
ҚАТОРИГА КИРИТИШ ИСТИҚБОЛЛАРИ: БАРҚАРОР
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**“PROSPECTS FOR UZBEKISTAN'S ENTRY INTO
THE TOP 10 TOURIST DESTINATIONS: SUSTAINABLE
DEVELOPMENT OPPORTUNITIES”**

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**“ПЕРСПЕКТИВЫ ВХОЖДЕНИЯ УЗБЕКИСТАНА В
ДЕСЯТКУ ЛУЧШИХ ТУРИСТИЧЕСКИХ НАПРАВЛЕНИЙ:
ВОЗМОЖНОСТИ УСТОЙЧИВОГО РАЗВИТИЯ”**

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regardless of ideology, equal and mutually beneficial cooperation, priority of the norms of international law, reasonable balance between competition and cooperation, creation of the most favored nation treatment for the countries and foreign investors, which provides attraction of the most modern technologies. One of the bases of the foreign trade policy of Uzbekistan is development and implementation of an integral program aimed at the increase of competitiveness of national economy, development and expansion of the export potential of the country. The goal of the program is to ensure conditions for the steady growth of volumes of export and improvement of its structure on the basis of the maximum use and development of available resource and production potential. The Republic of Uzbekistan established foreign economic relations with 180 countries of the world. Uzbekistan provides the most favored nation treatment to 38 countries with which there have been signed intergovernmental agreements on trade and economic cooperation, including with Indonesia, Vietnam. Goods from the countries with which the Republic of Uzbekistan signed the Agreement on creation of a free trade zone, are not liable to import customs duties. Acceleration and expansion of scales of modernization, technical and technological renewal of economy and its leading branches, diversification of production are the priority strategic directions of the development of national economy of Uzbekistan. The free industrial economic zone "Navoi" and the special industrial zone "Angren" have been created for this purpose; such zone is being formed in Djizak as well [2].

It is known, the countries of ASEAN have gained a wide experience in creation of free economic zones, in attraction of investments into the branches of economy, industrialization of economy and development of import-substituting production. Further development and deepening of mutually beneficial cooperation of Uzbekistan with the countries of the Association of Southeast Asian Nations, undoubtedly, will promote the successful solution of strategic objectives of modernization and diversification of national economy, increase of its competitiveness. It should also be noted that if in the developed countries the process of economic integration is, in a sense, a consequence of the amplified process of internationalization of economic communications, in the developing world, including in the case with ASEAN, economic integration was urged to create, first of all, conditions for the subsequent development of closer economic and political relations. Therefore in the adopted Declaration of ASEAN the following purposes were set: acceleration of economic development, social and cultural progress of the countries of Southeast Asia; strengthening of peace and regional stability; expansion of active cooperation and mutual aid in the field of economy, culture, science, technology and personnel training; development of more effective cooperation in the sphere of industry and agriculture; expansion of mutual trade and increase of living standards of citizens of the participating countries; establishment of strong and mutually beneficial cooperation with other international and regional organizations [3]. As the main objectives were determined: creation of the Customs union within agreements on preferential trade, as well as joint industrial facilities and commodity associations of the manufacturing countries of certain types of goods. In the Declaration it was also noted that ASEAN is open for all countries of Southeast Asia recognizing its principles, purposes and tasks. This document recorded the status of the annual conference of Foreign Ministers as the main working body of ASEAN, competent to make decisions on implementation of provisions of the Declaration, to discuss fundamental issues of activity of Association, to resolve issues of admission of new members. Completion of the Second Indochina war by spring of 1975 gave a powerful impulse to development of contractual legal framework and organizational base of ASEAN. At the first ASEAN summit in 1976 on the Bali Island (Indonesia), there were approved the Treaty of friendship and cooperation in Southeast Asia and the Declaration on Asian Concord. The first document consolidated the principles by which five states founders of the Association undertook to be guided in development of mutual relations, as well as in settlement of arising disputes and conflicts [4].

According to the Treaty of friendship and cooperation in Southeast Asia, the relations between the states - participants of ASEAN are built on the following fundamental to the principles: mutual recognition of independence, sovereignty, equality, territorial integrity and national identity of all nations; recognition of the right of each country to self-existence free from external intervention,

subversive activities or coercion; non-interference in foreign affairs of each other; settlement of disagreements and disputes in peaceful manner; refusal of use of force; effective cooperation [5,6]. The idea of transformation of Southeast Asia to a zone of peace, freedom and neutrality found its reflection in the text of the Agreement. In the Declaration on Asian Concord it was proclaimed that "five" of the countries, which have founded it, will jointly and individually aspire to creation of favorable conditions for establishment and development of cooperation between the states of Southeast Asia. Efficiency of ASEAN was especially shown in the sphere of economic development. Steps on mitigation of political and territorial disputes within the formed out regional community allowed the countries of the region to provide necessary political stability, and the correctly chosen model of economic development oriented on export, relative low cost of labor and other factors made their economy attractive to foreign investments. In the 1970-s there arose the system of so-called dialogues of the Association with the leading states of the world, first of all in the Asian-Pacific Region, supporting active political and economic relations with it. The full-scale partners in the dialogue with ASEAN are 9 countries (Australia, India, Canada, China, New Zealand, the Republic of Korea, Russia, the USA, Japan), and also the European Union and the United Nations Development Program (UNDP). A sectorial partner of the Association is Pakistan. The dialogue interaction is carried out by means of special mechanisms, the leading ones among which are Joint Cooperation Committees.

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O'ZBEKISTON RESPUBLIKASINING TASHQI VA ICHKI IMIDJINI SHAKLLANTIRISHDA BUXORO ERKIN TURISTIK HUDUD BRENDRINING ROLI

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Аннотация

Maqolada turli turistik hududlarning brendini o'rganish va tahlil qilish asosida Buxoro erkin turistik zonaning brendi ishlab chiqilgan. Brend dizaynida Buxoroning ramzi bo'lmish Minorai kalon va bir qator tarixiy obidalar hamda havoda erkin parvoz etayotgan laylak aks ettirilgan.

Аннотация

В статье разработано бренд свободной туристической зоны Бухары на основе изучения и анализа различных туристических зон. В оформлении бренда отражено являющийся символом Бухары Минарет Калян, ряд исторических памятников и изображение аиста, свободно летающего в воздухе.

Annotation

In the article was developed the brand of the free tourist zone of Bukhara on the basis of studying and analyzing various tourist destinations. The design of the brand reflects the symbol of Bukhara Minaret Kalyan, a number of historical monuments and a depicting a stork flying freely in the air.

Kalit so'zlar. Turistik hudud, brend, logotip, slogan, sayyoh, turist, tarixiy yodgorliklar.

Ключевые слова. Туристическая зона, бренд, логотип, слоган, турист, исторические памятники.

Key words. Tourist destination, brand, logo, tagline, tourist, historical places.

O'zbekiston Respublikasi Prezidentining "2017—2019-yillarda Buxoro shahri va Buxoro viloyati sayyohlik imkoniyatlarini jadallik bilan rivojlantirish chora-tadbirlari to'g'risida"gi qarori asosida Buxoro hududida 10 gektardan kam bo'lmagan "Boqiy Buxoro" nomli erkin turistik zona yaratiladi. Loyihaga binoan xorijiy sayyohlarga to'liq dam olish imkoniyatini yaratish maqsadida ushbu zona va shaharning tarixiy qismida aholi uchun bepul Wi-Fi tizimi, turli darajada xizmat ko'rsatish qulayliklariga ega mehmonxonalar, ko'ngil ochar va savdo muassasalari, xususan, 500 kishilik amfiteatr, bouling-klublar, raqs maydonlari va karaoke, milliy taomlar va dunyoning mashhur oshxonalarini taqdim etuvchi bar, kafe, restoranlar, suvenirlar va boshqa mahsulotlar do'konlari qurilishi ko'zda tutilmoqda. Bundan tashqari Buxoro shahrining tarixiy qismida ("Shahriston" bozori hududida) ikki qavatli uylardan iborat hunarmandlar dahasi va yopiq bozor yaratiladi. Shuningdek, ushbu dahada an'anaviy ustaxonalar, milliy suvenirlar, zardo'zlik mahsulotlari, kitoblar, meva va sabzavotlar, shirinlik va sayyohlarni jalb etuvchi boshqa mahsulotlar sotiluvchi do'konlar ochiladi.

Buxoroni "Tabarruk Buxoro – muqaddas islom markazi" shiori ostida noyob shahar-muzey, sharq marvaridi sifatida targ'ib qilish rejalashtirilmoqda.

Sayyohlik mavsumida Toshkent-Buxoro-Toshkent yo'nalishida harakatlanuvchi poyezdlar reyslarining hamda "O'zbekiston havo yo'llari" milliy avia kompanyasi tashqi va ichki reyslarining soni oshirilishi taklif etilmoqda.

Ushbu loyihalar bilan bir qatorda biz "Boqiy Buxoro" turistik erkin hududining brendini yaratishni taklif qilamiz. Turistik hududning brendi tashrif buyuradigan mehmonlarga shu territoriya haqida oz bo'lsada tassavur paydo bo'lishiga xizmat qiladi. Turistik hudud brendi qanchalik mohirlik bilan ishlangan bo'lsa shuncha ko'p turistni o'ziga jalb qila oladi. Regionning o'ziga xosligi, urf odatlari, tarixiy obidalari, milliy an'analaridan kelib chiqqan holda uning turistik brendi yaratiladi.

Buxoro turistik erkin hududining turistik brendini yaratishdan oldin bir nechta hududlarning brendini o'rganib chiqdik: Birinchi navbatda O'zbekistonning turistik brendini misol qilib ko'rsatishimiz mumkin. Logotipga bir qarashda ko'zimiz "O'zbekiston" degan yozuvga tushadi va



uning ustidagi tog' konturi, yarim oy va gumbaz ko'zimizga tashlanadi. Yozuv ustidagi konturlarning rangiga ham ahamiyat berishimiz maqsadga muvofiq. Yashil rangdagi tog' konturi O'zbekistonimiz ulkan tog'larga boyligini, havosi tozaligini anglatadi, qizil yarim oy o'lkamizda tinchlik hukm surayotganidan dalolat beradi. To'q sariq rangdagi gumbaz esa, tarixiy obidalarga boy qadimiy shaharlarimiz Samarqand, Buxoro, Xiva kabi turistlar ko'p tashrif buyuradigan makonlarning ramzidir. Keyingi navbatda O'zbekistonimizdan uzoqlashmagan holda qo'shni davlat Qirg'izistonning turistik brendi ko'zimizga tashlandi:

Logotip uchta asosdan iborat bo'lib, ular osmon – ona bugu, bulut, inson, quyosh; tog'lar – Qirg'izistonning muzliklari, yavlovlari, o'simliklarga boyligi; va suv – asosiy turistik obyekt bo'lmish Issiq ko'l, cho'milayotgan turist, plyaj va plyajdagi oyoq izlaridan tashkil topgan. Mohirlik bilan yaratilgan logotipda bir qarashda shuncha ma'no yotishini anglash mumkin. Bundan tashqari



Kyrgyzstan
So much to discover!



Taiwan
THE HEART OF ASIA

logotipning slogani “So much to discover” ya’ni “Juda ham ko’p kashfiyotlar” shuni anglatadiki, Qirg’izistonga tashrif buyuradigan turistlarni ko’pgina sir va jumboqlar kutmoqda. Tojikistonning turistik brendi e’tiborimizni o’ziga jalb qildi. Logotipda Pomir tog’lari va ularning ortidan chiqib nur taratayotgan quyosh tasviri aks ettirilgan. Bundan shuni bilsak bo’ladiki, Tojikiston quyoshli o’lka va u o’zining Pomir tog’lari bilan mashhur. Quyoshning ichidagi naqshlar esa milliylikdan darakdir. Logotipda keltirilgan slogan “Feel the friendship”, ya’ni “Do’stlikni his et” tojik xalqining mehmon do’stligidan dalolat beradi. Navbatdagi logotip Tayvan Respublikasiga tegishli. Bu logotip yuqoridagi brendlardan farqli o’laroq o’zining noodatiyligi bilan ajralib turadi. Yurak shaklidagi logo ochiq ko’ngillikning ramzi bo’lib, uning ichidagi tasvirlar esa urf-odatlar va yangi tendensiyalarning birlashuvidan darak beradi. Brendda keltirilgan slogan ham bevosita tasvirlar bilan bog’liq. “The heart of Asia”, ya’ni “Osiyoning yuragi” degan yozuv Tayvanning Osiyoning yuragi ekanligini va boshqa qo’shni mamlakatlardan isbatan samimiy munosabatda ekanligini anglatadi. Bu esa Tayvanning u erga tashrif buyuruvchi turistlarni ochiq ko’ngillik bilan kutib olishidan darakdir. Yuqoridagilardan kelib chiqqan holda biz Buxoro turistik erkin hududining turistik brendini yaratdik. Logotipda Buxoroning ramzi bo’lmish Minorai Kalon va bir qator tarixiy obidalar hamda havoda erkin parvoz etayotgan laylakni aks ettirdik. Butun dunyo bo’ylab kelayotgan turistlar Buxoroning tarixiy obidalarga boyligidan hayratda qolishmoqda. Havoda erkin parvoz etayotgan laylak esa Buxoroning tinch shaharlardan biri ekanligining isbotidir. Logotipda yarim oyning tasviri Buxoro xalqining musulmon ekanligidan dalolat beradi. Brendni ochib beruvchi sehrli so’z “Bukhara free tourist zone”, ya’ni “Buxoro erkin turistik hudud” shahrimizning erkin turistik hududga aylanganligini bildiradi.

O‘ZBEKISTONDA TURIZMNI BARQAROR RIVOJLANTIRISHDA XORIJIY DAVLATLARNING ERKIN TURISTIK IQTISODIY ZONALARNI TASHKIL QILISH TAJRIBASINI O‘RGANISH

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Annotatsiya: Ushbu ilmiy maqolada erkin turistik iqtisodiy zonalarning tavsifi, tashkil etilish maqsadlari, Xitoy va Rossiyadagi holati, ularning tahlili, mavjud muammolar va imkoniyatlar keltirib o’tilgan. Jumladan, O‘zbekistonda mavjud imkoniyatlar, turistik resurslar salohiyati, mavjud

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